

SALES AND MARKETING

Project report submitted in partial fulfilment of the requirement for the degree of

BACHELOR OF TECHNOLOGY IN ELECTRONICS AND COMMUNICATION ENGINEERING

By

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UNDER THE GUIDANCE OF

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TABLE OF CONTENTS

CAPTION	PAGE NO.
DECLARATION	i
ACKNOWLEDGEMENT	ii
LIST OF ACRONYMS AND ABBREVIATIONS	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
ABSTRACT	vi
CHAPTER-1: INTRODUCTION	
CHAPTER-2: MOTIVATION AND SCOPE OF MARKETING	
2.1 ANALYSING MARKET OPERATIONS	
2.2 DETERMINATION OF TARGET	
2.3 PLANNING AND DECISION MAKING	
2.4 CREATION OF CUSTOMER	
2.5 HELP IN INCREASING PROFIT	
2.6 IMPROVEMENT IN QUALITY OF LIFE	
2.7 EMPLOYMENT OPPORTUNITIES	
CHAPTER-3: LITERATURE REVIEW	
3.1 HISTORY	
CHAPTER-4: OBJECTIVES	
4.1 ESSENTIAL OBJECTIVES	
4.2 OBJECTIVES OF ED-TECH	
CHAPTER-5: TECHNO-EDUCATION	
5.1 ED-TECH	
5.2 THE ED-TECH SCALE INDEX	
CHAPTER -6: ED-TECH COMPANIES IN INDIA	
6.1 HOW MANY ED-TECH COMPANIES ARE THERE IN INDIA	
6.2 BOOMING START-UPS	
CHAPTER-7: ED-TECH COMPANIES	
7.1 SELLING SUPPORT SOLUTIONS	
7.2 SELLING TEACHER AND STUDENT SOLUTION	
7.3 FIND AND UNDERSTAND YOUR TARGET SEGMENT	
7.4 TIMING IS THE KEY	
7.5 DECISION MAKERS	
7.6 CONNECT WITH DECISION MAKERS AND NURTURING LEADS	
7.7 MULTIPLE DECISION MAKERS	

- 7.8 TIPS FROM ex ED-TECH
- 7.9 CUSTOMER SUPPORT
- 7.10 TESTIMONIAL SELL
- 7.11 CHANNEL PARTNERS

CHAPTER-8: COMPETITION

- 8.1 BEATING THE COMPETITION
- 8.2 REASONS FOR THE SUCCESS
- 8.3 PRIMARY PLAYERS

CHAPTER-9: LIDO LEARNING

- 9.1 LiDo: THE LEARNING DOORWAY
- 9.2 COMPANY AT A GLANCE
- 9.3 UNIQUE APPROACH
- 9.4 USP's

CHAPTER-10: CALLING PITCH

- 10.1 ENTIRE STRUCTURE
- 10.2 INTRODUCTION
- 10.3 REASON FOR CALL
- 10.4 RAPPORT BUILDING
- 10.5 PURPOSE OF ITS CALL
- 10.6 SESSION PITCHING
- 10.7 PRODUCT
- 10.8 CLOSING

CHAPTER-11: CONDUCTION PITCH

- 11.1 ARRIVAL
- 11.2 INTRODUCTION
- 11.3 INTERACTION
- 11.4 ACADEMICS
- 11.5 APPROACH
- 11.6 ILLUSTRATION
- 11.7 IDENTIFYING THE PROBLEM
- 11.8 SOLUTION
- 11.9 TUITION TEACHER AND PARENTS
- 11.10 PRODUCT EXPLANATION
- 11.11 LIVE DEMO
- 11.12 PRICING AND FINANCIAL METHODS
- 11.13 CLOSING
- 11.14 POINTERS

CHAPTER-12: CUSTOMER DEEP DIVE

- 12.1 AGGRESSIVE CUSTOMER
- 12.2 PASSIVE CUSTOMER
- 12.3 INTERESTED CUSTOMER

CHAPTER-13: SALESFORCE

13.1 WHAT IS SALESFORCE USED FOR?

13.2 HOW DOES IT WORK?

13.3 CRM

13.4 CLOUD BASED SOFTWARE

13.5 SALESFORCE BUSINESS PRACTISE

13.6 MERGER AND PARTNERS

13.7 WHAT'S NEXT?

CHAPTER-14: RESULTS AND DECISION

14.1 LIDO APPLICATION OBJECTIVES

14.2 APP FLOW

CHAPTER-15: THE MODEL REVAMP

15.1 THE SCENARIO

15.2 PREVENTIVE MEASURES

15.3 EFFECT ON ECONOMY

15.4 LIDO ADAPTATION

CHAPTER-16: CONCLUSION

REFERENCES

PLAGIARISM REPORT

DECLARATION

We hereby declare that the work reported in the B.Tech Project Report entitled “**SALES and MARKETING**” submitted at **Jaypee University of Information Technology, Waznaghat, India** is an authentic record of our work carried out under the supervision of **Mr.JATIN SHARMA**

We have not submitted this work elsewhere for any other degree or diploma.



Signature
KESHAV KALRA
161019

This is to certify that the above statement made by the candidates is correct to the best of my knowledge.



Signature
Mr. Jatin sharma
Date:30/05/2020

Head of the department/project coordinator

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I am grateful to the authorities of LIDO LEARNING(quality tutorials), Noida for having me to go ahead with the organisation and work on the model of sales and marketing in partial fulfilment of Bachelor of Technology (Electronics and Communication Engineering)degree syllabus of Jaypee University of Information Technology.

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Thank You,
KESHAV KALRA
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LIST OF ACRONYMS AND ABBREVIATIONS

1. BUSINESS DEVELOPMENT ASSOCIATE.....BDA
2. EDUCATION TECHNOLOGY.....ED. TECH
3. CUSTOMER.....CX
4. KLYNVELD PEAT MARWICK GOERDELER.....KPMG
5. SALESFORCE.....SF
6. BUSINESS DEVELOPMENT EXECUTIVE.....BDE

LIST OF FIGURES

1. **FIGURE 1:** ESSENTIAL OBJECTIVES OF ED-TECH
2. **FIGURE 2:** CONNECTION WITH LEADS
3. **FIGURE 3:** e-LEARNING
4. **FIGURE 4:** BASIC FEATURES
5. **FIGURE 5:** SEATING ARRANGEMENTS
6. **FIGURE 6:** KNOWDLEDGE GRAPH 1
7. **FIGURE 7:** KNOWLEDGE GRAPH 2
8. **FIGURE 8:** CLASS REPORT
9. **FIGURE 9:** LIVE DEMO
10. **FIGURE 10:** FINAL KNOWLEDGE GRAPH
11. **FIGURE 11:** FEATURES FOR PARENT
12. **FIGURE 12:** SALES FORCE
13. **FIGURE 13:** ACTIVITIES OF SALESFORCE

14. **FIGURE 14:** FIRST SCREEN OF SALESFORCE
15. **FIGURE 15:** OPPORTUNITY DETAILS
16. **FIGURE 16:** PREVENTIONS FROM COVID-19
17. **FIGURE 17:** COMPLUSORY MASK
18. **FIGURE 18:** WORK FROM HOME MODEL

LIST OF TABLES

1. **TABLE 1.** PLAYERS IN THE MARKET
2. **TABLE 2.** COMPANY AT A GLANCE
3. **TABLE 3.** FEATURES OF LIDO
4. **TABLE 4.** ADVANTAGES OF LIDO
5. **TABLE 5.** JOURNEY SO FAR OF LIDO

ABSTRACT

Education technology is combined use of hardware (physical) ,software ,and educational theory and practice to facilitate the process of learning for students. Education technology creates, manages and uses technological processes and educational resources to help improve user academic performance. Apart from the experimental knowledge drawn from the educational practice, educational technology is based on theoretical knowledge that emerges. Communication, education, psychology, sociology, artificialEducation technology is presently under invested hence unseen but is a massive opportunity in India.

Online tutoring is very nascent and Lido has a clear opportunity for market leadership with the strong product and technology it has developed. They are onto something very big here in the future. Meanwhile, according to a Google report, the online education market in India is expected to grow dramatically in the next two years. Knowing that the potential for future growth is tremendous, Lido Learning aims to provide a personalized learning experience to every student. Founded by Sahil Seth in April 2019, Lido Learning provides state of the art online classroom with virtual experiments, interactive sessions, engaging content, parent monitoring, guided unlimited practice, immersive games and quizzes with real-time results. Lido Learning is a Mumbai-based education technology. Thus, the idea for Lido Learning was born – to disrupt the live class tutoring market by enabling students to connect with tutors from the comfort.

As a part of business development strategy various activities like board centre activity, public relations, would be conducted. Interacting with the parents and children in order to get an idea of what they expect and also interacting on the basis of marks secured by a student in the Olympiad by the method of either counselling parents or students over a phone calling, conducting sessions at personal level at their place. Countries around the world are increasingly recognizing the need to improve student learning outcomes as well as the power of technology to support that goal. There are quite few competitors in the education technology market i.e. companies which provide combining and provide education with technology. Lido's small group format ensures every student has a teacher-coach as part of an immediate support system. Right now, the start-up offers math and science tutorials to students of Class 5 to Class 9. Parents pay a subscription fee for their kids to attend small group classes, which have one teacher for up to six students. Thus, the idea for Lido Learning was born – to disrupt the live class tutoring market by enabling students to connect with tutors from the comfort. Salesforce and ameyo also play a major role in the lido as the calling and conduction takes place through this and also the data is stored at the salesforce. We will be discussing about the various work to be done and the model that we followed during the time of internship and also will be discussing about the platform that we used during the time of pandemic covid-19 when we were working on the tele com. Model from home. Overall, the model is very helpful especially in this period of time and can be utilised effectively by the students to improve their study pattern.

Chapter 1

Introduction

Education has been an age old need and thirst of mankind. The legends have been witness to the genius and masterminds who could excel at their domains. Changing times have seen

major educational reforms. The current era of education can be easily termed as Education 4.0. With the advent of industry 4.0, the kind of demands for skills and concepts changed entirely. Despite the tested traditional methods of education, the gap between the demand of skilled and employable manpower by industry and the educated youth of India has remained unfulfilled.

This created a need for introspection into the methodologies of teaching in a bottom-up strategy. When studied, the problem was found at an elementary level stating that usually not enough attention was paid to concept building and skill development at the early and middle school level; a stage when kids actually develop their study habits, study patterns and build basic concepts. When not given proper guidance and exposure to proper methods of study and good study pattern at the right age, students and teachers both resort to the traditional idea of rote learning.

Students are not introduced to interactive methods where their visualization and creativity comes into play and help them understand things. This led to conceptualization of concept of smart classes in schools where teachers could actually show kids what are the things they study. The concept grew bigger with more and more schools adopting it for all levels of classrooms, but this proved to be of great success with primary and middle school. Smart classes met with functional problems at schools- the teachers were not trained enough to use them, it took time apart from regular curriculum to conduct classes on those platforms. So the regular platform of studies eventually became a recreational educational tool to which kids are now subjected to maybe once or twice in the week or fortnight.

Despite all the attempts at schools, one thing that remained unchanged has been the tuition system having a market as big as schools. Every 9 in 10 kids are put into the habit of being taught after school by any tutor. This number has only grown with time making these tuitions and coaching's a mandate for the students, an indispensable part of curriculum rather than a study aid. Children have been made so accustomed to this concept that they have mostly given up self-study and exploration in studies.

The array of issues with the tuition system that mainly comprised improper attention to students, sub- standard study materials, and overpricing, vague syllabus, improper monitoring of progress etc. led to inception of online teaching methodologies in early 2000's. With the sudden boom in ed Tech industry in 2011 by incorporation of high-end computer based technologies to make learning more interesting and understandable for students of all ages, it now became easier for parents to provide standard and monitored content to their kids at the convenience of homes.

After multiple surveys, still it was seen that despite availability of sufficient tools, children took

Resort in local tuitions, which whole-heartedly promoted rote learning and marks-orientees among students defying the actual purpose of education.

This basic idea of revolutionizing online live classes for kids of classes 5th to 9th with interactive conceptual methods of teaching by rock star teachers was the founding principle behind LiDo, the learning doorway. This Ed-tech startup imparts knowledge for the middle school kids, as well as provides an enriching learning experience with its features and teachers to imbibe in-depth concepts in utmost simplified manner into kids. The use of artificial intelligence (AI), animation, and simulation technologies to build an interface that could help young minds perceive their syllabus in a more application-based manner rather than the usual useless

Rote-learned-and-forgotten manner that most Indians are used to.

Working at LiDo has been a complete joyous and enriching experience where I got the chance to actually contribute to the improvement of the product and the customer base along with customer retention. It has been a highly energy-intensive environment where every person constantly strives to improve the value proposition of the product in the market.



Figure: Key to success

Chapter 2

Motivation and Scope of Marketing.

2.1 Analysing Market Opportunities:

Marketing management collects and analyses information related to consumer's needs, wants and demands, competitor's marketing strategies, changing market trends and preferences. This helps to identify market opportunities.

2.2 Determination of Target Market:

Marketing management helps to identify the target market that the organization wishes to offer its product.

2.3 Planning and Decision Making:

Marketing management helps to prepare future course of action. Planning relates to product introduction, diversification. Decision making regarding pricing, selection of promotional mix, selection of distribution channel is taken by the marketing management.

2.4 Creation of Customer:

Consumers determine the future of the market .Therefore providing the best product to the consumer according to their preference is the important task of marketing. Marketing management helps in creation of new customers and retention of current customers.

2.5 Helps in Increasing Profit:

Marketing caters to the varied and unlimited needs of consumers. Marketing management helps to increase profit and sales volume. This is achieved by expansion of market and increasing customers.

2.6 Improvement in Quality of Life:

Marketing management aims at providing innovative product and services to the customers. Marketers continuously strive to incorporate new technology and mechanism in their product to provide more satisfaction to customers than before. This improves quality of life and makes life of consumers easier than before.

2.7 Employment Opportunities:

Marketing process is a combination of different activities like research work to assess the marketing environment, product planning and development, promotion, distribution of product to customers and after sales service. Marketing process requires researcher, production engineer, different distribution intermediaries, sales personnel also creates employment opportunities in advertisement section. Thus marketing management opened up different employment avenues thus creating employment opportunities.

Chapter 3

Literature Review

Since the times indefinite, education has been an undiminishing priority of the human race.

With the advent of civilizations, industries and technologies, newer arenas are sophisticated domain have paved their ways into human interests. Humans have continuously evolved in terms of discoveries, sciences, arts, however, the methods of imparting education or knowledge has still remained redundant to either unorganized methodologies, community-based education methodologies or largely unrevised literature-based formal education methods.

The classical system of organized limited curriculum-based studies has not seen much touch-ups as the changing world would have needed. The pattern can definitely be considered the cornerstone when it comes to forming the basics of any child for the process of learning, but when it comes to the pace in which the technology and disciplines have evolved and the kind of understanding that goes into acing these demands the existing teaching methodologies to undergo a complete overhaul.

The demand had been largely unmet with only few curriculum-based revisions and introduction of new technologies and computers to the curriculum, not touching the methodology-based revisions on the whole. This was addressed in the early 2000's, which saw an upcoming of institutions which tried to use technology to reach out to issues faced by students who wished to ace their subjects, via concept oriented novel study methods.

3.1 History

Education has been an ancient necessity of mankind. Developing systems to enhance learning has been of utmost priority to men. After all no generation can be suitably groomed for the duties they need to perform in the world without education. Every parent generation imparts its accumulated knowledge into its successors, who generally make them increasingly better over their years.

Today, schools are synonymous to education given that it is the most important part of formal education experience for any child. It is the school where most of us have learnt to read, developed our social interaction skills and encountered authority that does not come from either of our parents. Viewing it from a historical perspective, humans have always improved on their abilities of organizing, storing and transmitting knowledge into sounds and language. Word of mouth communication was the only type of education that existed for men prior to the advent of technology. The hunter-gatherer communities that invented agriculture over 10,000 years ago relied on word of mouth communication for the acquisition of the vast knowledge concerning the plants, animals and land from people and generations, only formal education upon which they depended.

‘School’, originally a Greek word, actually means leisure. The records about the first operated schools were seen in ancient Greece scriptures which date about the 4th century BC. Back then, the schools were accessible only to the aristocrats and it was assumed that learning was synonymous with leisure. The other prominent examples of formal education in the ancient world were evident in the Middle East, China and India. Their general educational systems

emphasized greatly on reading, writing and primarily on mathematics. In those times, the primary means of learning and passing on of learning by the people used to be speech, which made accurate memorization the most critical skill.

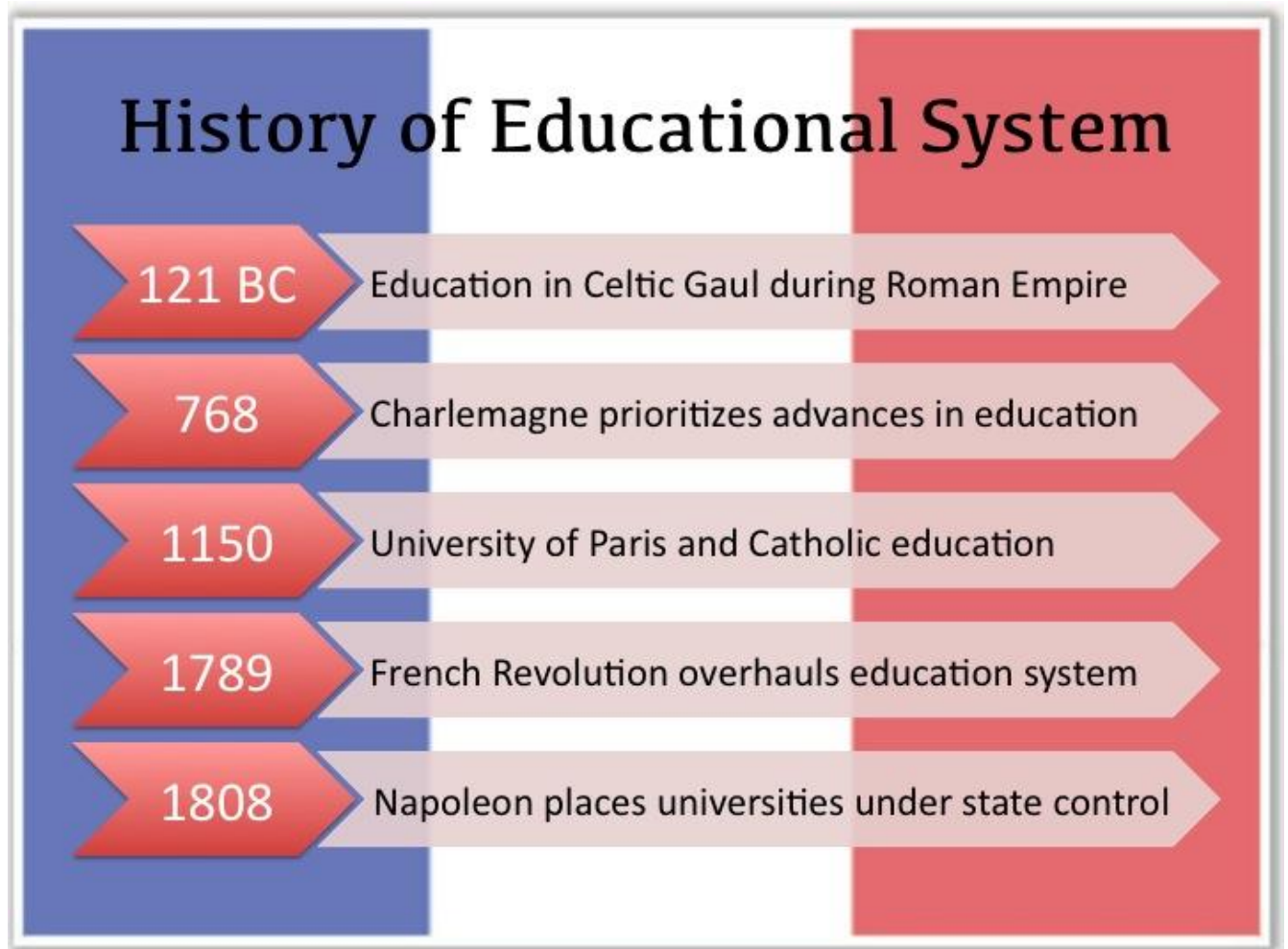


Figure: History of Education.

Educational standards in ancient Greece stand out during their era because of their diversity in domains. Greeks were the first to create different primary and secondary schools. They gave a lot of emphasis on physical education from an early age, although not for health reasons but because it was considered necessary for the improvement of a person's appearance, for proper preparation for wars, and ensured good health at an older age. Roman schooling also followed the Greek model. In ancient Rome, the schools were small and only for privileged boys who learnt grammar. After schools, these boys attended rhetoric schools so as to prepare themselves for public life.

Educational technology in the ancient world could be said to come into play when demand for writing actually came into being. Then came the development of writing tools that students and teachers could use. Thousands of years have witnessed various different surfaces across the continents being used as a medium for writing. The primary ones include Romans' wax-covered writing boards, Middle Eastern clay tablets, and South-east Asian thick palm-like leaves, common bases like parchment that were made out of animal skin , and bark strips from trees as writing bases in Indonesia, Tibet and the America.

From about the 8th century, after the Roman Empire had fallen, education had befallen the religious establishments' responsibilities throughout the ancient world. After the disruptive invention of printing by the end of the middle ages , schools had become common in many European towns and villages. The Europeans intended to ensure all children could read and write irrespective of social stature. Thereafter, by the 15th century, schools had almost developed as the education system which can be recognized even today.

Aided by the printing press, schools gradually developed curriculums where subjects that were considered most important by the administering bodies were taught to the students. Mid of 1600's saw the introduction of the pencil and the modern library concept, which marked the first educational technology examples. The 19th century witnessed the advent of printed textbooks and improved writing tools for teachers and students. The other notable tools became the blackboards and chalks, as well as the ink pens prevailed over pencils. Learning had been primarily focused on the curriculum until the late 1900's rather than the child. Thus, for numerous children compulsory education had become a monotonous affair, characterised by rote-learning and memorization.

The 20th century brought about sweeping changes in politics , economics , science and technology, which rapidly casted its shadow onto education. The 20th century has been a vital period in the revolution of education. Apart from the transition to a progressive pedagogy, digital technology has had a massive impact on education. Marking the second main wave of disruptive technology, digital technology like computers, internet, and Learning Management Systems (LMS) have fundamentally revamped how educational institutes and educational systems function.

Chapter 4

Objectives

4.1 Essential Objectives of Educational Technology



4.2 Objectives of Educational Technology

1. To identify the educational requirements and desires of the community.
2. To understand the structure of education, board strategies, and its goals.
3. To design and develop curriculums involving art, science and human values.
4. To support strategies and human resources and material assets with the mission to achieve determined goals.
5. To create appropriate aids and instruments supporting educational purposes.
6. To design educational technology models catering to improve the existing process of teaching and learning.
7. To identify and find remedies to tackle major environmental constraints.
8. To expand and support educational opportunities for people around the world, especially the neglected sections of the community.
9. To manage the entire educational system starting from planning to execution, implementation, and evaluation.

Techno-Education

5.1 Ed Tech



The progressive education and digital technologies taken together have brought us where we are today - a flipped learning model, where students have become more autonomous and active about their own learning.

Ed-Tech (or educational technology) is the sub-sector of the massive education market which utilises multiple technologies to make education more approachable and accessible to all. The amount of investment made in this domain by the giant investors all around the world is evident in itself of its huge potential and market. The current fraction of the complete market size that has been occupied by the Indian edtech sector is barely a minute drop in the ocean. This sector boasts of creating maximum number of job opportunities for people with the massive untapped section of people.

The new "Sunshine industry of India", educational technology promises returns to investors like no other domain. If we analyse one domain at a time and try to find out Indian companies in the top five of the world, we would hardly have one or two domains where an Indian firm holds a position among the best. Although, when it comes to edtech, it boasts of being the sole sector where Byju's, one of the pioneers, is the world leader (largest privately held ed-tech firm in the world). The sector is in its nascent state right now. It holds enormous potential in terms of unmatched user experience and uniformity of educational opportunities that it has been providing to its users.

5.2 The Ed Tech scale index:

With 260 million students enrolled in schools and over 35 million students in tertiary education across the country, India has one of the largest consumer bases of primary and secondary education in the world. This makes for a huge addressable market for education technology companies. Traxcn Labs database reports 4,000 existing edtech startups in the country, with most being set up in the past 10 years. According to a Google-KPMG report, India's online education market is set to grow to \$2 billion and have around 9.6 million paying users by 2021 (still a small fraction of the country's enrolment!). A handful of these edtech companies have achieved reasonable scale as well. Byju's, for example, has 40 million users with 2.8 m as paying subscribers, Toppr claims to have over 30,000 tutors clocking over 6 million sessions every month. Upskilling platform Eruditus supported over 30,000 students in 2018. However, while this market in India is expected to grow rapidly, and more companies will scale up, profitability is going to be the key challenge facing the sector. Building profitable edtech businesses has been extremely difficult for companies across the world. For instance, the five-year old China-based English-tutoring company VIPKids, which has over 40,000 teachers and supports over 600,000 students every year, reported losses of over \$200 million in 2018 (and losses are expected to widen this year). US-based Online Program Management (OPM) company 2U, listed on NASDAQ, lost \$43 million (EBITDA) on revenue of \$410 million after 11 years in operations. Chegg, which started in 2005, lost \$7 million (on revenue of \$320 million) in 2018, and is expected to turn profitable only this year. There are numerous examples of scaled edtech companies that continue to struggle with profitability.

Levers of Profitability Let us explore the key challenges that impact profitability for edtech companies, and can be seen as the main levers to impact it:

- Customer lifetime value** Price points: How much can a company charge for a service?
- Student retention**: What is the ability to retain paying customers?
- Customer acquisition cost**: How efficiently can the company acquire customers?

A. Customer lifetime value Price point Given that most buyers have been users of traditional brick-and-mortar education, there is a strong perception that online education offerings are of lower quality. This perception severely hampers the ability to charge higher prices for the same quality of a product (and potentially outcome). For example, Byju's charges Rs 25,000 for the whole year's content for Grade 9, as compared to Rs 6,000- Rs 8,000 per month for an in-person tutor. In the post-grad space, Symbiosis charges Rs 20 lakh for its MBA programme, which can be completed online for Rs 50,000, or Amity, which takes Rs 7 to Rs 8 lakh for full time vs Rs 1 lakh for the same course online. The trend is similar for test-prep, where veterans like Akash Institute offering the same classes online (via Akash Digital) for 50 to 60 percent cheaper. The irony is that cheaper pricing reinforces the perception of lower quality.

Student Retention One of the key reasons why traditional education institutes are strong businesses are that they are extremely sticky! Once enrolled in a school, a child will spend anywhere from eight to 12 years, thus leading to high lifetime values. In fact, parents often end up giving schools more money in 10 years than they do to luxury car companies. In other traditional sectors such as higher education, test prep and tuition services as well, students spend anywhere between two to five years. The same doesn't

hold for digital education. Retention can be a significant challenge for them. Parents and students are not brand loyal when it comes to online products and services - in education, reputation is directly proportional to vintage and edtech providers are the new-kids-on-the-block. The digital medium also makes switching costs low - no more having to figure out the transport, the friend circle, the infrastructure and the like. Thus, the lifetime of typical customers in edtech today is low, further impacting profitability. However, there are ways in which edtech companies can overcome this hurdle of customer lifetime value. In pricing, for example, upskilling startup UpGrad ties up with prestigious institutes like IIT Bangalore and IIT Madras, and thus can command fees north of Rs 2,50,000 for one year online courses.

Another strategy that we at LINC Education use, it to serve markets that inherently allow higher prices for online services. For example, we work with Australian universities, where an online MBA (no physical contact) and an in-classroom MBA are priced the same. This allows us to command a higher price point for supporting online students. A recent technique has been to use Income Sharing Agreements (ISA), where students only pay once they achieve the desired outcomes (eg paying a percent of salary after getting a job). This enables a higher fee to be charged from the student.

To increase customer lifetimes, Byju's has now started selling multi-year subscriptions and has made it easier for parents to pay for it by arranging financing. Chegg, on the other hand, started as pay-per-go homework help for students, and has expanded its services to include online textbooks and question banks, math solver tools, and writing support, among others. This allows Chegg to retain students longer in its ecosystem. It is also propagated by selling a subscription that offers access to all its services. Thus, while low customer lifetime value is a challenge, there are ways in which edtech companies can innovate and increase this lifetime value.

B. Customer Acquisition Cost The other lever that edtech businesses face a challenge with is the cost of acquiring a paying customer. Traditional education providers (schools, colleges, tuition centres, etc.) typically spend no more than 10 percent of their revenue on acquiring customers. A report by Brighteye VC evaluating 12 global public edtech companies found that their average marketing budget was 25 percent of the revenue. This cost can be much higher for startups and non-scale edtech companies. For example, Byju's spend on TV advertising will be 20 percent of the revenue (in 2019), and this is in addition to sponsoring the Indian cricket team! In FY18, the company spent Rs 188 cr, from revenue of Rs 480 cr, on sales and promotions alone. Many edtech companies are selling "nice-to-have" education products such as supplementary content and services than the must-have products like degrees or formal schooling. This makes it more expensive to convince customers to part with their money for the service. For B2C companies, customer acquisition is expensive because, while digital marketing is an excellent channel to generate leads and enquiries, edtech companies have to rely on physical touchpoints to convert these into sales. The likes of Byju's and Toppr use a large on-ground team of "counsellors" going door-to-door trying to convert their digital leads. Vedantu, UpGrad, SimpliLearn also rely on large sales teams speaking with students to convert them into paying customers. And this is not just a problem in India. Consider 2U which continuously invests behind acquiring students for their partner universities. It has a

sales and marketing expense of \$220 million in CY18 (which is 50 percent of its revenue of \$410m in the same period). On the B2B side, the biggest challenge lies in having long sales cycles. With multiple parties (administrators, teachers, students, etc.) involved in decision-making at an educational institute, it can take anywhere between six to 18 months to close a sale. This limits scalability and requires financial patience to invest in sales to education institutes. A great example of a B2B edtech company scaling is Turnitin, which primarily sells anti-plagiarism software-as-a-service to institutes. Established over 20 years ago, Turnitin has used its growing database of student submissions to become the industry standard in anti-plagiarism services for formative assessments - it managed over 500m submissions globally last year. Having such dominance over a niche market and thus, a strong brand recall has allowed them to reduce customer acquisition costs. It is widely believed that their operating margins have been close to 50 percent. Over the past five years, markets like China and the USA have seen a total VC investment of \$13 billion and \$7.5 billion, respectively. Over the same period, Indian edtech companies received a total VC funding of \$1.4 billion, half of it in Byju's alone. Given the enormous market opportunity in India, we can expect significant edtech investments here in the future, as well as see the emergence of large scale edtech companies. to become sustainable.

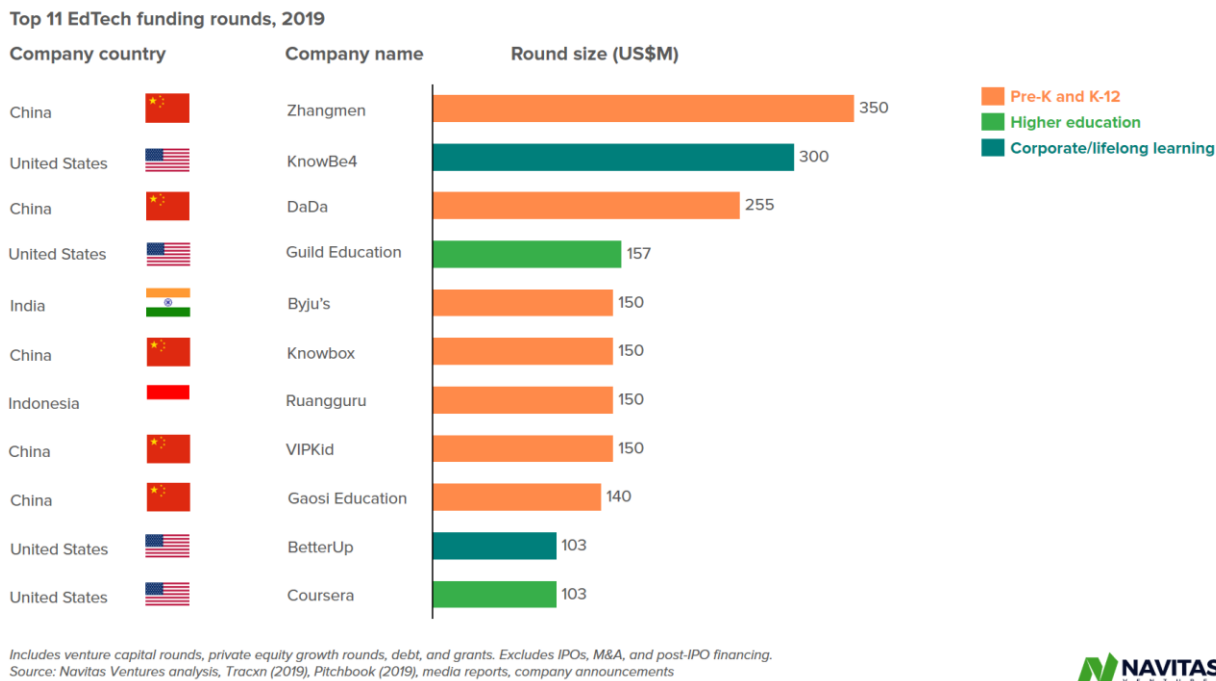


Figure: Ed-Tech all over the world.

Chapter 6

Ed-Tech Companies in India

6.1 How many Ed Tech companies are there in India?

According to Data labs by Inc42, there are around 4450 ed-tech start-ups in India. According to Data Labs' The Future of India's \$2 Billion Edtech Opportunity Report 2020, capital inflows into the test preparation and online certification segments are comparatively higher.

6.2 Booming Startups in India in the Education Space

The evolution of the Ed tech Industry is of great significance in a country like India, where the IT industry has shown tremendous growth with the GDP in recent years. This sector is attracting a lot of innovative entrepreneurs and huge investments from funding agencies. There are around 2 million primary and secondary schools, 37,000+ colleges and 750+ universities in India. Along with institutions facilitating education, there are 3,500 ed tech startups that currently exist in India that brought forward a technological revolution.

The Ed Tech startups in India have convinced the teachers and parents, that technologies like AI, VR, blockchain and STEM (Science Technology Engineering Maths) Labs, can be a part of overall learning mechanism of a student. The early Ed tech startups like Byju's, NoPaperForms, **Leverage Edu**, etc. have led the disruption in the education space in India. It is estimated that the Indian ed tech Industry is expected to reach around **\$1.96 Billion** markets by 2021. The blog aims to list down names of Booming Startups in India in the Education Space.

Top Funded Companies

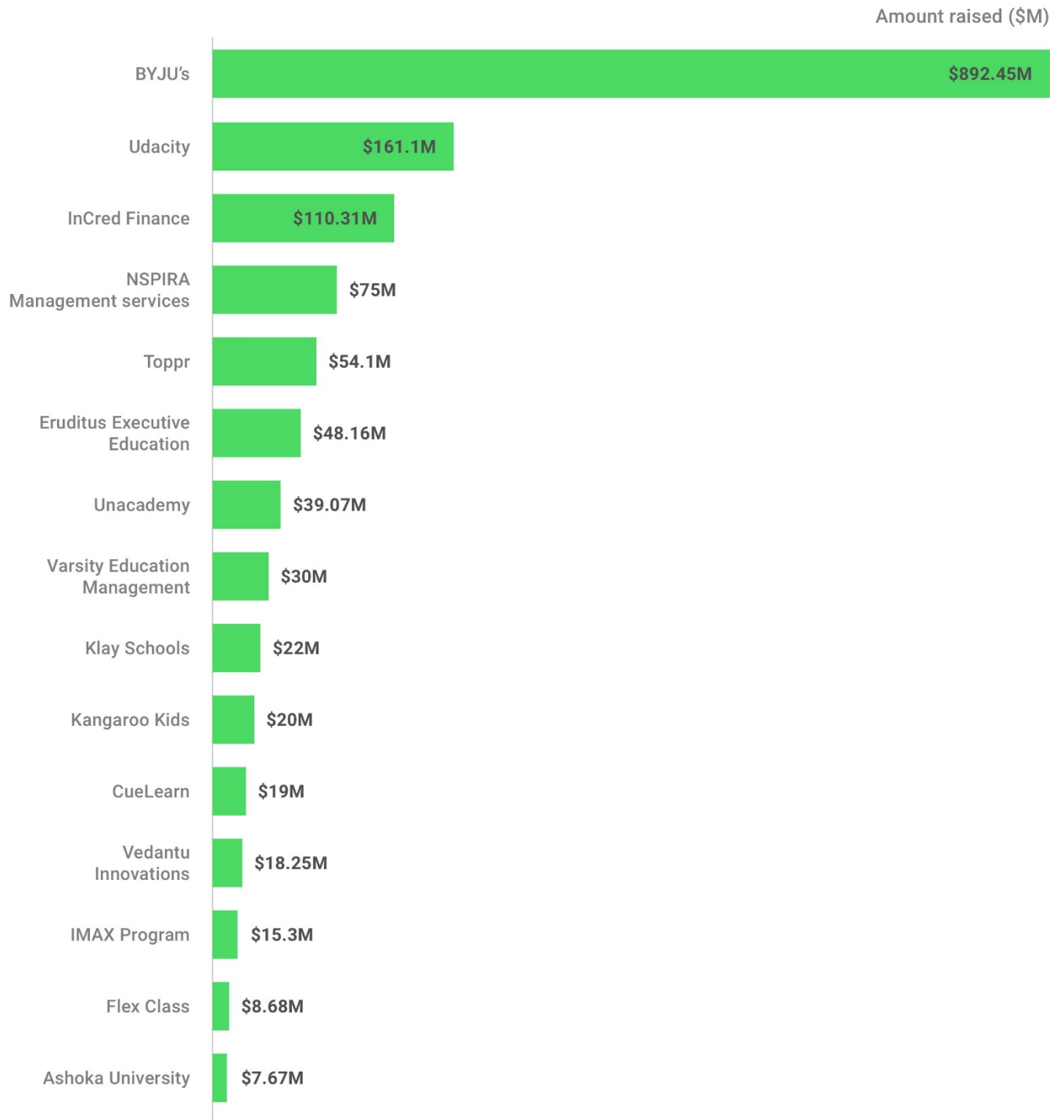


Figure: Scale Index.

Chapter 7

Ed-Tech Start Ups

7.1 Ed-tech new businesses that are selling bolster arrangements for example

Participation framework, expense assortment arrangements, Progress report programming and so on.

7.2 Ed-tech new companies selling understudy and instructor arrangements –

for example self-learning arrangements, showing help, AR VR homeroom arrangements and so forth.

Here is an outline of the level 1 technique that EdTech new businesses could follow to effectively sell in the K 12 Education space:

7.3 Find and comprehend your objective section:

Who are the real recipients of your answers? E.g., would you say you are selling educating help? At that point it's simply the instructors, on the off chance that it's a learning arrangement, at that point it's the understudies. As Comptia shares in its blog, have clearness on the nearby elements at play like:

- Procurement strategies and timetables,
- The RFP and offering forms,

- What confirmations are required from your end
- The instability of school financial plans.
- Any language inclination?

Selling K12 Education arrangements frequently expects you to topographically fragment your answer. Use sympathy mapping to make target personas for the school's chiefs (principals or educational committees).

Since geology and area have a more grounded task to carry out in buy choices, make records dependent on state, city, region levels with openly accessible information on this. for example Indian ICSE schools list – state astute

7.4 Timing is vital:

Edtech Startups offering answers for the K12 section must comprehend that business cycle midpoints around a half year and EdTech deals is likewise a regular thing. Larger part of the schools run on spending plans and don't make all year buys. Comprehend the pattern of your objective fragment. It will be diverse for schools that nearby in winter versus that nearby in summer.

The conventional general guideline is that the last buy choice happens 2-3 months before the school's meeting starts and the post for arrangements occurs around a half year before a ultimate conclusion is made. Indeed, it's a long deals cycle! .

7.5 Build your rundown of leaders

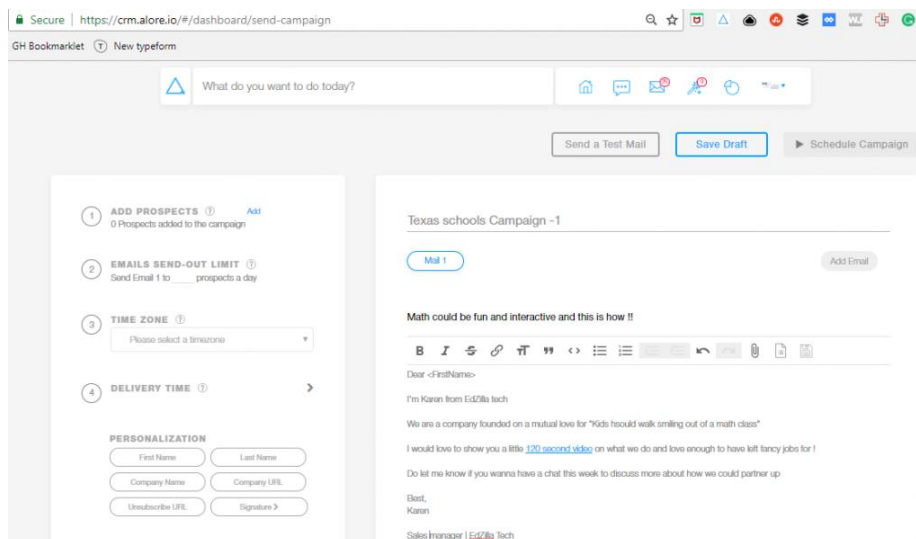
Know who your intended interest group is, the place do they hang out and what impacts them. When you realize what personas you are after, you have to put resources into a decent CRM to step up the gas pedal on your selling venture. This will assist you with surveying how quick or moderate your deal pipeline is moving and at what phase of the business cycle your arrangements are at, who needs additionally sustaining and who not. Most CRMs have a free time for testing so this should give you an opportunity to make sense of your need and stream.

7.6 Creating an interface with the chiefs and sustaining leads:

When you have a sizable rundown in the first place that involves around 500 names in any event, you're prepared to begin. Cut up the rundown into sections and calendar a custom fitted DRIP battle to break the ice and make an associate. Guarantee you communicate in the language of the client

In case you're utilizing an incorporated deals stage like Alore, you will have the option to auto-update the CRM with your possibilities and make DRIP crusades for them from inside the device.

Figure:2 Connection with leads.



Alore permits you to plan DRIP battles from inside the CRM. You can likewise get to

many email layouts for FREE once you've joined.

eMail 1: <Introduce yourself and your business in not more than 7-8 lines. Keep it short and fresh and make just one ask (a gathering/call/video watch/online course connect and so on.). Continuously include social confirmation in the primary email (tribute interface/number of current arrangement clients/a typical companion and so on.)

email 2: Check in the event that they've gotten an opportunity to take a gander at your past email and offer one additional piece of information in this email (It helps on the off chance that you can diagram how you functioned for others in a procedure so they can envision for themselves how it would be for them)

7.7 Having numerous chiefs and beating inactivity

As an EdTech SDR, you will experience a surge of concerns and questions the second you propose your answer. You should be set up for it altogether.

Comprehend that you may not be the first to pitch to them or the one and only one. Truth be told, the school may have consumed their hands in the past with a terrible arrangement supplier and may be careful about what you bring to the table.

When you're in a discussion with the leaders, make sense of the hierarchy of leadership set up. Who are the influencers who controls the financial plan and so forth. In school dynamic occurs in bunches for the most part – The head, a board of experienced instructors, IT Staff and at times individuals from parent affiliations and understudy committees. That is many individuals with differing level of intrigue, tendency and IQs to pacify.

7.8 Tips from an ex-EdTech VC on taking care of numerous partners:

an) Online demo or free/freemium preliminary is valuable in such circumstances

b) In your pitch, unpretentiously attempt to respond to the inquiry "What would i be able to do with it that I can't as of now do now?" for every partner.

c) For each gathering Edtech SDRs must :

- **Go arranged**
- **Take your models with you**
- **Answer each question**
- **Dress the part**

Likewise, consider that regularly individuals may be careful about your answer for something as straightforward as shaky web availability or the educators not being well informed. Ensure you've made sense of your answer for take into account such glitches.

E.g., If you can show that your answer can work even on portable hotspot association, the educator shouldn't be going around to the IT office for wi-fi issues. Even better, you could give a convenient Wi-Fi gadget for the homeroom or concerned division.

There is regularly contact emerging from educators who frequently treat innovation as an unwanted bump from the manner in which things have been working up until this point. Some even discover EdTech as a danger to their occupations. This needs cunning dealing with where SDRs of EdTech new businesses need to appear to be inviting and playing for a similar side.

Rather than stating your answer as "I can do this for you" express it as "We can assist you with doing XYZ for your understudies/school"

7.9 Customer Support: Under Promise – Over convey!!

EdTech isn't a completely new industry. Odds are high that the school has had an awful involvement in an EdTech startup. This is hard to survive yet not feasible. The thing is schools despite everything need the best answers for offer to their understudies and smoothen school managerial capacities.

Here, client assistance will have the greatest effect past the significance and strength of your answer. Here are a portion of the things EdTech SDRs can investigate:

a) Offer the school an incentive as far as preparing the educators/staff how to utilize the arrangement adequately and to its maximum capacity.

b) all day, every day openness or broadened hours in any event.

c) Use devices like Zoom or Demio to lead occasional online courses to prepare the new staff and clients on the most proficient method to utilize the item or any new element that you may have included.

d) Offer a criticism component set up with most limited turnaround time conceivable.

e) Offer modified feature(s) if conceivable

f) Exhaustive documentation or video library on the best way to utilize the arrangement.

7.10 Testimonials sell

The hardest sell is the pilot venture so give your central core into getting the first. (You will for the most part get this one through incredible systems administration and the underlying confidence you can create in your answer.) Thereafter, guarantee you have tributes and contextual analyses of effectively executed answers for appear.

Nothing makes more trust in an answer than to have seen another person as of now effectively utilizing your item somewhere else.

Attempt to have a one-page tribute or a video tribute of your present arrangement clients.

7.11 Reach out to channel accomplices:

Inside the EdTech space there are various types of players. E.g., you may be selling instructing help. You could join forces with the organization who sells expense preparing arrangements and you both could trade some referral presentations into one another's systems.

Chapter 8

Competition

8.1 Beating the competition:

With the global education market set to reach at least \$10T by 2030, the focus on learning is transitioning towards experiential, interactive and immersive learning than the centuries-old theoretical learning. Where there is creativity and money – there is competition.

Here are some ways SDR's can stand out from their competitors:

- a) Attend or sponsor school networking events and conferences.
- b) Figure out who holds the strings and who holds the purse – generally they are the same person
- c) Build initial rapport with newsletters – Even if people aren't buying today, they might tomorrow.



Figure: 3 e-Learning

8.2 Reasons for Success

As per global data of 2018, the total education sector in India was estimated to be approximately 10 million dollars. However, the digital education market was sized only at 5 to 6 billion dollars,

i.e. only 2-3% of the whole. The market which catered 2 million students back then is currently catering to more than 10 million students. The projected market is said to grow at a rate of 20 to 25 times of what it is today. However, with the current situations prevailing, the increased acceptance towards online education clearly indicates the explosion in the amount of revenue and business that the industry is about to witness in the coming months let alone the years.

Any person analysing the trends of funding of startups globally would be amazed to actually find the amount of money that is being specifically put into Indian edtech sector by all the financial giants of the world. More than USD700 million have been invested into Indian edtech firms so far. One may wonder as to why would someone be putting so much money in the educational domain even in the pandemic struck world? As per the analysis done for the report, major reasons for the sustainability and boom of the edtech sector in both India according to me can be credited to the following factors:

1. **Societal structure**
2. **Offline education infrastructure**
3. **Internet penetration**
4. **Population demographics**

8.3 Primary players (India)

The flourishing educational technology market contains close to 250 major players with new ones being added every other day. According to the recent report, the Ed-tech market in India has witnessed an uprising of 4450 ed-tech startups in the ecosystem within a span of mere 6 years (2014-2020). Out of them, only 4% could be still seen surviving in the same. However, the major player in the sector has been Byju's, holding the largest market share for a good 10 years span of time. There have been multiple reasons stipulated for this trend.

A described comparison of few key competitors in the market are provided in the **Table**.

S. No.	Competitor	Pros	Cons
1.	Byju's	<ul style="list-style-type: none"> ● Adaptive learning, chat support for doubts ● Class 1 onwards 	<ul style="list-style-type: none"> ● Packages cant be modified after sale. Eg. if a person takes up pcm package after 10th and later switches to pcb, biology won't be available ● Poor post sale support
2.	Meritnation	<ul style="list-style-type: none"> ● Doubt clearing classes, ● 24x7 chat support for doubts 	<ul style="list-style-type: none"> ● Fortnight reports to parents ● 6-12th classes only
3.	Extramarks	<ul style="list-style-type: none"> ● Diversity of subjects, boards and language (bilingual) ● All classes from nursery to competitive levels 	<ul style="list-style-type: none"> ● Online videos for streaming only. Can be saved offline only till subscribed with the app.
4	Toppr	<ul style="list-style-type: none"> ● Simultaneous preparation of all olympiads, live classes ● Bilingual ● Encompasses multiple state boards as well 	<ul style="list-style-type: none"> ● Class 5th onwards
5	Vedantu	<ul style="list-style-type: none"> ● Free live demo classes ● 1 on many classes option ● Free study downloads available ● IGCSE and IB also available 	<ul style="list-style-type: none"> ● More focussed towards board classes as well as competitive exam preparations ● No 24x7 support ● not interactive classes

6	Aakash	<ul style="list-style-type: none"> • Class 8th to 12th • Live classes, video lectures and practice test series options available • one to many platform 	<ul style="list-style-type: none"> • Video lectures mainly. Live classes packages are offered as separate entities and not as part of similar teaching methodology package
7	Khan Academy	<ul style="list-style-type: none"> • Free • Almost all subjects for classes 9th and above • Bilingual for maths and science (available in hindi also) 	<ul style="list-style-type: none"> • Content not designed as per any standard board, neither board options available • Not all subjects for all classes available
8	Unacademy	<ul style="list-style-type: none"> • Free and paid content available • Multiple subject tutorials available for free 	<ul style="list-style-type: none"> • Only CBSE board class 9-12 option available • Focussed towards competitive examination • Live interactive classes only for paid subscribers
9	Cuemaths	<ul style="list-style-type: none"> • KG-6th classes physically at nearby centre • 7-10th live online classes • Can select the topics one wishes to cover 	<ul style="list-style-type: none"> • No video aids • Teach only maths
10	Abacus	<ul style="list-style-type: none"> • Basic maths and arts taught to primary and middle school students mainly. 	<ul style="list-style-type: none"> • Focus on only basic maths

		<ul style="list-style-type: none"> ● Special education option available for children with special needs ● Home school families option available 	
11	Local tuitions	<ul style="list-style-type: none"> ● Live physical classes ● Overall environment of competitiveness created in a class-like scenario ● May be 1 on 1 	<ul style="list-style-type: none"> ● Over crowding ● Lack of attention to issues faced by students ● Lack of unbiased feedback system from students ● May be biased in teaching and attention
14	Classroom Programs	<ul style="list-style-type: none"> ● Live teaching, doubts clearing, overall grooming 	<ul style="list-style-type: none"> ● May not pay attention to individual needs and progress of every student ● Prone to bias
15	Robomate	<ul style="list-style-type: none"> ● Recorded video lectures on all subjects from classes 8-10 ● Added attention to commerce students of 11 and 12th 	<ul style="list-style-type: none"> ● No live classes ● No Board customisations available

Table: 1 Players in the Market.

Chapter 9

LIDO LEARNING


9.1 LiDo- The Learning Doorway

Established in 2019, LIDO is an ed-tech company revolutionizing formal classroom education through a unique and immersive online classroom for every child in India. With the exciting and fun online classes for students, it has built the Lido experience: cutting edge content with animated videos and interactive games, a personalized platform for homework, tests, challenges, and inspired students.

Catering students from classes to 5th to 9th currently, LiDo completely takes care of fundamentals and higher conceptual understanding of kids in the subjects of mathematics, science and english for now.

Brainchild of Sahil Seth, LiDo offers one to many classes with aptitude based batching and live, interactive teachers. Sahil, who has been associated with the domain for years now, along with his technical team, created the live product within just twenty three odd days. Since then, the services have seen constant upgrades everyday. Right from incorporating right ethics and right people, LiDo has taken proper care to hold together its services, customer base and team in order to escalate its growth.

9.2 Company at a Glance

S No	Particulars	Details
1.	Name	LiDo Learning
2.	Parent Company	Quality Tutorials Pvt. Ltd.
3.	Logo	
4.	Address	B-55, Sector 2, Noida, U.P. 201301

5.	Headquarter	Lower Parel, Mumbai, Maharashtra.
6.	Website	www.lidolearning.com
7.	Email	care@lidolearning.com
8.	Type	Private
9.	Inception	2019

Table: 2 Company at a glance



Figure:4 Basic Features.

9.3 Unique approaches

- Gamification: Concepts of gamification enhances the user engagement, especially amongst the kids that the company caters (class 5th to 9th). Gamification is provided on the application in the form of simulation of concepts, incentive based learning, level advancement badges and other features like spotlight and coupons. This drives user engagement and increases knowledge acquisition among the kids.

Hybrid channel approach: Lido adopts a hybrid channel approach where a collaboration of online and offline channels to provide ubiquitous content and learning

- The offline factor: Offline features accentuate their online components to provide value addition to the impact that the services and overall learning experience that is being provided to the student of the tender age.
- Continuous learning: Overall learning via an online medium like LiDo evolves the concept of continuous learning in a child. The child gets to waste less of his time and never runs out of content. Also, the amalgam of online and offline features ensure that the child is fully able to practice the concepts on his own and also promote self paced revisions.
- Technology put to work: Big data and Artificial Intelligence have assisted in LiDo in design of customized content for every individual student.

9.4 USP of learning at LiDo

- Rockstar teachers
- Live, discussion-based classes
- Aptitude based grouping
- Unique engaging content
- Unlimited personalised practice

Exposing kids to an online medium of studies on a regular basis has shown kids to emerge as stronger and responsible individuals. Since they manage all the aspects of the education on their own, they are taught time management, responsibility, ownership of studies, which is primary in driving away boredom and rote learning. Conversing in a class with teachers and other students on a regular basis makes the child habitual of understanding, accepting and rectifying his/her own mistakes.

- **Self-paced revisions.**

Kids can slow down when they're learning a new concept or they wish to practice extra. Also they can speed up when they are well versed with a topic

- **Sophisticated self-selected revisions and learnings.**

The curriculum for any batch at LiDo is designed in a fashion where kids are allowed to move back and forth within their entire course. Sophisticated simulated gaming activities enable children to skip topics they have already covered and focus on the ones they're to learn. They deliver the right level of education for the user. Though the teacher teaches a curriculum in a linear method, the students have sufficient material at hand to manage the walk through the curriculum on their own if needed.

- **Self-directed learning games encouragement.**

When students study in a manner that interests them, they take ownership of their excellence at the topic. They try to explore as much as can. In a well-designed simulated experience in their library section of virtual class, they get to choose various tools that they use to learn and develop proficiency. This eliminates the concept of **forced learning**, which is something LiDo is dedicated to eliminate from the younger students.

- **LiDo supports a range of learning styles.**

Its unique aptitude based batching accommodates a wide range of learning styles where the instructors use varied methods to cater different learners. Children learn in an interactive way - visually and verbally participating in the class, learn by doing or engaging in in-class activities. Thus LiDo caters every unique learning style to every unique kid.

- **Real-time assessment.**

Real-time assessment of students' progress is done. Progressive feedback is sent to parents on a daily basis according to teachers' feedback of the child on that particular day. Regular assessment keeps a student rightly challenged and well monitored by the parents at home as well. This improves a child's overall scoring and school results with deep understanding at the conceptual level.

- **No geographical barriers.**

The web resources are available anywhere, so that the child may study at home or even when away.

- **Learning happens at a regular pace.**

Having a regular class covering a professionally prepared curriculum in conceptual

manner at a daily level gives a child a sense of fulfilment when a hefty amount of course

is done. Also a regular class ensures that the child is in constant touch with concepts. However, the child has a leverage of revising things at his own pace and even gets back to it at his own convenience.

- **Enhances technological and communication proficiency.**

These traits stay with a child not only for the duration of studies, but also for entire life as these traits are vital for a child of tomorrow.



Chapter 10

Calling pitch

10.1 The entire structure of the call pitch would look like this.

INTRODUCTION



**Reason for
the Call**



**Rappo
rt
Buildin
g**



**Purpose of
the Call**



**Session
Pitching ↘**

(PRODUCT)



Clo

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g

10.2 INTRODUCTION:

- The introduction would start off by referring to the surname of the parent rather than using the kid's name e.g. "Am I speaking with Mr. Sharma?" instead of, "is this the father of X, Y, Z?"
- Then the BDE would introduce his name and the organization he's calling from. (can mention Mumbai HO which adds gravity to the conversation)
- The parent should know that the discussion is about the child
- The parent should know that he / she is talking to the academic advisor

10.3 REASON FOR CALL:

- At this point the BDE should introduce the OLYMPIAD (Race to Space) .
 - "Sir, A few days ago we conducted an Olympiad in XYZ School , Rohan is studying in the same school in D standard is it right(get a verification of all the details, if it is correct proceed forward, otherwise get it rectified by asking the parent and then proceed. After verifying the details come to the important part)."
- Then the BDE should get into the reasons why the call was made
 - "To all the students who appeared for that particular Olympiad sir, we are providing them with a mentor from our end where we are trying to understand the basic study pattern of the child"

10.4 RAPPORT BUILDING:

- Rapport building is the most crucial part of the session, and it has two purposes:
 - To act as a fact finding mission for the BD to understand how to eventually pitch the product
 - To build trust and connect with the child's parent
- Rapport building is where the BDE will start engaging the parent regarding the child's academics and his study patterns
- In rapport building the BDE would require certain points to talk about which are categorized as TALKING POINTS
 - Talking points are certain areas where the BDE can gather subsequent information regarding:
 - The kid - favorite subjects, olympiads that were written, self-study patterns
 - Understanding the dynamics of the household, e.g. profession of the parent, who takes care of the child's studies, who else helps the child
 - Benefits of writing national level Olympiads
 - Parent's mindset regarding their view on the importance of education, ideology of self-study, e-learning, etc.
 - Rapport building is primarily where the caller is not speaking much but the customer is
 - Rapport building is critical to ensure that the call is not disconnected
 - Talking points are not directive questions - this will scare customers who will not want to reveal these answers - > customer will develop trust issues
- Through rapport building, the BD will also work on NEED GENERATION for personalised learning, however he/she will not discuss any product or ed-tech in the picture
- Ideally, the parents should view the eventual session as an opportunity to understand their child's particular study habits and patterns more

10.5 PURPOSE OF THE CALL:

- This section introduces to the parent the upcoming conduction
- In order to do this seamlessly, the BDE can refer back to the Olympiad discussion, discuss the child's results, and based on that, can vouch for a personalised academic guidance session.
- At no point in the pitch should the BD mention "counselling" or refer to the conduction as a "a counselling session"

10.6 SESSION PITCHING:

- Session pitching must be done in a way that the parent feels the importance of the session and thinks of it as a necessity -> this is to ensure the session is booked and reduce cancellations
 - BDE must relate to rapport building in order to link back to the need generation piece of the section
 - Ideally, the BDE should discuss that the session will be comprised of 3 parts:
 - The approach - i.e. what is the child's study pattern?
 - The problem - i.e. despite the child's study pattern, why is it that he/she is still facing issues in math / science?
 - The solution - i.e. Lido Learning / online classes
- While pitching about the expert who will conduct the session, BDs should make sure that they are not using the word COUNSELOR
- There are three things that the BDE can explain while pitching the session:
 - WHY
 - The child has cleared a particular benchmark in the Race to Space exam which has led to this conduction
 - HOW (typically clubbed with the "Where")
 - This is the "where" + "what" of the session -> what exactly will be happening in the session / what can the customer expect from the counselor?
 - WHERE
 - Where is the session occurring -> at the customer's house

10.7 PRODUCT:

- If the need for pitching the product arises, then the BDE should not directly pitch the product rather he can engage the parent in a conversation where by the use of examples (analogies) he can explain certain USP'S and the club/relate them to the product
- Examples of analogies:
 - Eklavya + Drona - watched Drona throughout and became the best archer in the world
 - Mahabharat - 5 Pandavas vs. 100 Kauravas and the 5 won because they had a solid foundation / base
 - Multi-storey structures - they can only stand and endure if the foundation for 5th - 8th is solid / strong

10.8 CLOSING:

At the time of closing, the BDE should take note of all the necessary information required.

1. Mother's and Father's name
 2. Address with proper landmark
 3. Confirmation of date / time of session
 4. Profession of the parents (should be collected in rapport building but just in case)
 5. Alternate number
 6. Email id
-
- After getting the relevant information, the BDE should not disconnect the call. Instead, the BDE should use the time at the end to continue building a personal connect with the parent by:
 - Flattering the customer / discussing the key highlights of the conversation
 - Disconnecting immediately after leads to a perception that this was a transactional sales and marketing call as opposed to a personalized academic guidance session

Chapter 11

Conduction pitch

A good call always leads a BD towards a good conduction. Therefore, it is imperative to get both the initial call to set up the conduction and the confirmation call perfect.

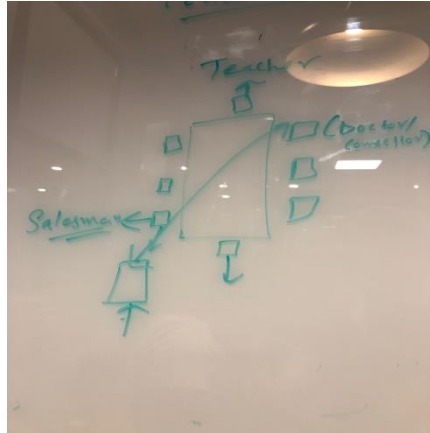
The first step towards a conduction is the Confirmation Call. BDs typically make the call 20-30 minutes before leaving and inform the parents that they will be reaching in the next 40 minutes to 1 hour. This call needs to be authoritative since it is the first interaction that the parent has with the counsellor.

The most important factors of a conduction are the 3 A's. Authority, Attitude, no Arrogance.

11.1 Arrival (1 min)

- Upon arrival, it is important for a BD to immediately observe his / her surroundings when entering the lead's house. The BD should take note of anything that would indicate the family's wealth / socioeconomic status
- Most conductions occur at the sitting room or dining table of a lead's home. Therefore, the BD should seat himself strategically in relation to the room and the student / parents
- The BD should ideally sit as far from the door as possible (diagonally opposite) and be seated between the decision making parent and the student. In this sense, the BD will be creating a bridge between the parent and kid
- See below for an example illustration of the seating arrangement:

figure:5 Seating arrangement



11.2 Introduction (5-10min) -

- o The first 5-10 minutes of the session are intended to be a fact-finding mission about the financial situation of the family
- o The BD should ask a few questions regarding the house / locality that the family lives in.

They should also enquire about how long the family has been living at that house

- o General questions that can be posed in the introduction are:
 - How long have you been living here?
 - What is your profession, and how is the work going?
 - Who takes care of the child's studies? (To understand who the target parent is)
 - What are your expectations of this session? (This helps the BD understand how much the parent remembers the set up call)

11.3 Interaction (5-10 min) -

- 1) The interaction portion of the conduction is where the BD and the child begin conversing
- 2) The BD should aim to ask general questions that put the child at ease while trying to gauge the parents' overall level of engagement / involvement in the child's life
- 3) The BD should ask about the child's hobbies and activities

Most children in India fall into one of three groups:

11.3 a) Playground kids

- 1) These kids typically do not come from wealthy families or their parents aren't particularly invested or engaged in their lives
- 2) These customers typically cannot make multi-year purchases.

b) Swimming classes / cricket coaching kids

These customers can make multi-year purchases.

c) Computer / video games kids

1. These customers can make multi-year purchases
2. By enquiring about the child's hobbies, the BDA is able to break the ice between them and the child, enabling the child to be comfortable in the session

11.4 Academics (5-10 min)-

- o After making the child comfortable, the BDA should start asking questions about how the child is progressing academically and how he is

- approaching his studies
- o These questions typically include:
 - What is your favorite subject in school?
 - Why is this subject your favorite? Is it because you score well in the subject, or is it because of the teacher who teaches you?
 - What is your least favorite subject in school and why?
 - o These questions allow the BDA to understand the how the child makes decisions
 - o One of the primary purposes of this portion of the conduction is for the BDA to lead the discussion to the subject that the BDA is comfortable with for the need creation / illustration portion of the session.

E.g. if the child says that his favourite subject is maths, the BDA can refer to this if his illustration is maths related

11.5 Approach (5-10min) -

- o After understanding the child's favourite and least favourite subjects, the BDA should try and understand what subjects the child is weak in (often overlaps with the least favorite subject) and why
- o Most of the time, the primary driver of this is the approach that the child uses to study:
 - This approach is usually one that depends on rote memorization, with little understanding of concepts
- o The BDA should probe the child on their approach to studying- Most children will say that their approach to studying consists of the following:
 - Reading the chapter in the textbook
 - Checking examples of the concepts they've learned
 - Doing exercises to practice the concepts
 - Asking for external help where needed
- o This is not something for the BD to correct immediately; rather, the goal is to understand the problem completely, not to solve it immediately

At this point, 40-45 mins of the session would have been completed. Most of the talking up until now would have been done by the parents / student - there would have been minimal speaking by the BDA

11.6 Illustrations (15-20min) –

- o The most critical part of the conduction is the illustration / need creation portion
 - o BDs should pose a question (or series of questions) to the child from a subject in which they are most comfortable
 - o The BD should ensure that he does not demean the child ever in a session, because this might backfire - the BDA should be calm and keep probing the child on the chosen subject / questions
 - o See below for an example illustration flow:
- a) 3th grade•concepts**
- i) What is a point?
 - (1) Student should make some reference to 180 degrees
- b) 4th grade•concepts**
- i) What is a straight line?
 - (1) Student should say that it is the shortest distance between two points
 - ii) What is a line segment?
- c) 5th grade•concepts**
- i) Draw different types of lines on a piece of paper and ask: “which of these lines are parallel”?
 - ii) Then ask, “when are two lines parallel”?
 - (1) Student should say:
 - (a) When they are equidistant
 - (b) When you have a transverse line running through them and the corresponding angles are equal

d) 6th grade concepts

- i) What is the sum of the angles of a triangle?
180 degrees
- ii) How do you know that it is 180 degrees?
Because of transversals / parallel lines - you can use parallel lines and a pair of transversal lines to prove that a triangle's angle measure is 180 degrees - in order to do this though, you need to know the concepts of the previous year

Use the 4th standard and 5th grade concepts to build to the 6th grade concepts.

e) 7th grade concept

- i) What is the area of a circle ?
 πr^2
- ii) Why is it πr^2 ?

Area of the circle is a combination of infinite circles you cut open it from one side and start placing it one over another to form a triangle, now the circumference of a circle makes the base of the triangle and height is the radius . Area of triangle is $\frac{1}{2}$ base*height which gives you πr^2 . In Mathematics everything is reality to the previous classes , starting from a point to the most complex figures . Thus fundamental conception clarity plays an important role in the journey of a student life.

- f) **The key takeaway** of the illustration is that each concept builds on the previous year - if a student is not clear on a concept in the 4th grade, he will not be able to solve more complex questions in the 7th and 8th grade

BDs will have access to a library of illustrations that have been proven to work. They also have the option of creating their own.

11.7 Identifying the problem or the area of improvement (10-15min)-

- o This is where the BD explains to the child and the parents the need to understand the issues
/ gaps in their learning, as well as where the child requires improvement

- o Depending upon the session and the child, the problem areas will differ, so the BD should be very careful while listing down the areas of improvement
- o The major points of concern in the child will be:
 - Regularity in studies. (Frequency in his study timings, completion of his regular work with the concept clearance)
 - The approach with which the child is studying
 - Is he able to manage time along with his schools, co-curricular activities?
 - Interaction with the teacher in school (class participation, discipline, introvert etc.)

11.8 Solution (20-30min) –

- o At this point, the BD should draw the first Knowledge Graph (the primary tool the BDA will be using during the conduction) for the parent
 - This graph is relevant for all students; however, it will be based on the inputs that the BD receives from the child / parents about the child's day-to-day schedule

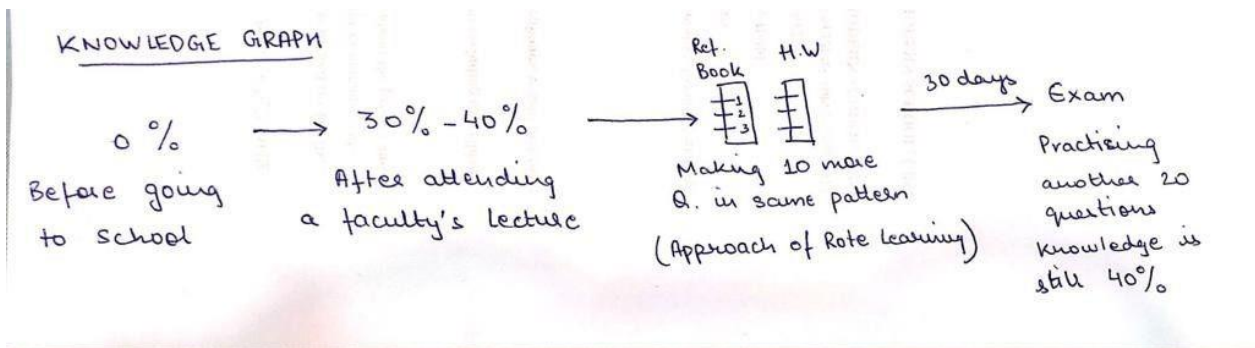
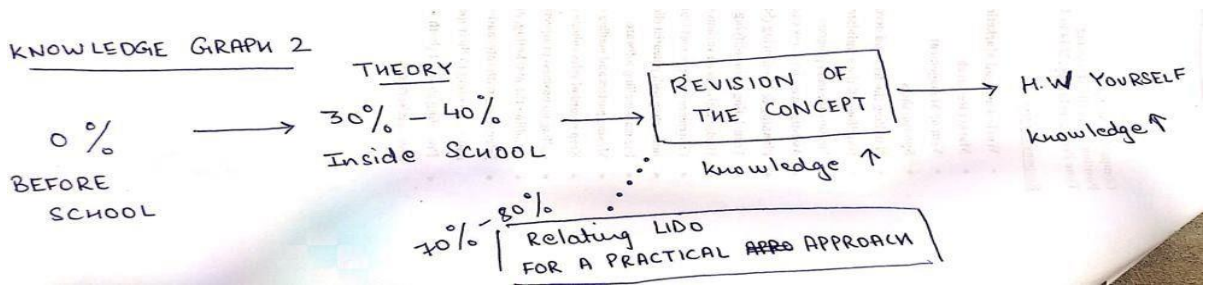


Figure:6 Knowledge Graph

- o The graph above assumes that an average student enters a school with 0% knowledge about a particular subject or a topic
- o From school, he learns, and retains ~30-40% of knowledge
- o However, given that the student follows an average approach of rote memorization, he doesn't improve upon on his learning and, instead, learns material solely for the purpose of giving an exam

- o As a result, the knowledge level of the student during the exam remains



at 30-40%

Figure:7 Knowledge Graph 2.

- o This knowledge graph shows the impact and value of “studies” outside of class
- o These studies are primarily driven by 2 ‘stakeholders’:
 - Tuition teachers
 - Parents
- o While the ‘studies’ portion of the knowledge graph does help increase the knowledge % of the student, its effectiveness varies based on the effectiveness of the stakeholders

11.9 Tuition teachers and parents:

Guide and encourage the student to practice sums / problems a lot more BUT the child isn’t actually practicing; rather, he is memorizing for the sake of the exam
Therefore, the child isn’t learning / understanding concepts, merely memorizing for an exam

- o At this point, the BD should ask the parents whether they send their child to tuition classes
- o If they do send the child to tuition classes, the BD should ask the parent about how much they know of their child’s tuition classes
- o Example questions include:
 - What are the tuition teacher’s qualifications?
 - What is the batch size of the tuition?
 - What are the timings of the tuition?
 - How does the student commute to the tuition?
 - How often do the tuition teachers interact with the parents?
 - How regular is the feedback that tuition teachers provide to parents?
 - What is the aptitude of the other students studying with your child at the tuition class?
- o Most parents will typically have very few answers, if any, to the questions above
- o Most answers will revolve around logistical questions like timing / commute; parents typically have little idea of the substance of their child’s tuition classes
- o The BD should engage with the child simultaneously and probe him to answer the above questions
- o After this, the BD should ask leading questions to the parents e.g. “Shouldn’t you be getting regular feedback from your child’s tutor about his / her performance?”
 - “Shouldn’t you at least understand how your child is doing?”

11.10 Product explanation (10-15min)

At this point, the BD should shift very quickly to the product and explain the critical features of Lido Learning particularly emphasizing:

- o Your kid is receiving just the theoretically knowledge at school and tuition ,there is nothing where he can relate his studies to his environment , what we have done to make him understand in an interactive way is by teaching him how to relate each and every concept to his/her environment . How do we do it !!!

- Live classes with tutors
- Video based learning patterns
- Small class sizes (1 to 6 ratio) enabling greater personalization

“If India keeps playing Bangladesh, how will the Indian team truly test itself and improve?”

- Quizzes, activities, puzzles, games
- Personalize

d homework

- o **See other features:**


<u>Advantages</u>	<u>Inside the class</u>	<u>Outside the class</u>	<u>Parents benefit</u>
<ul style="list-style-type: none"> ● Interest Creation ● Concept Clearing ● Time Management ● Adaptive Learning ● Personalized approach 	<ul style="list-style-type: none"> ● Interactive class (1 hour, 5 times a week, thrice for math and twice for science) ● Rock star Teachers (Multilingual, Best Teachers across India) ● 1:6 (Personalized Learning experience, attention to detail, live interaction through video, quizzes, games and activities) ● 10 minutes of discussion at the end of the session as to what they have learnt today ● Discussion and Doubt clearance (on spot) ● Personalized Homework according to class participation and performance ● School homework help ● Discipline Monitoring (Red Card, Gold Star) 	<ul style="list-style-type: none"> ● Personalized homework ● Practice quizzes ● If the kid is not able to solve a problem he will be redirected to a Step- by-Step approach, even if they are unable to do it, they will be redirected to the videos where they can learn the concepts again. ● HOTS for above average students ● 50000 questions as a question bank for practice ● Gaming Library (where the kids can learn while playing a game) 	<ul style="list-style-type: none"> ● Report after the class regarding the kid's performance (Attendance, Attention, Participation, Performance) ● Academic Advisors (available on parent's request) that help parents understand how their children are performing

Table: 3 Features of LIDO.

- o The BDA should ensure that the benefits of the product are explained in a very smooth, non-salesperson manner
- o One of the ways to ensure this is for the BDA to continually clear doubts or questions that a parent raises during the product explanation so that it doesn't seem like a pitch that the BDA is follo


Figure:8 Class Reports of Student.


Sample chapter report:

 Science **LIDO**

Chapter Report


Sharan has completed the Photosynthesis chapter. He is doing excellent.

 Saturday, 23rd May

 Fractions
1st January to 23rd May

This chapter had 5 lessons:

1. Place Value	14/06/19
2. Numbers Operation	16/06/19
× 3. Factors & Multiples (absent)	20/06/19
4. Rational Numbers	24/06/19
5. Whole Decimals	30/06/19

 Lesson performance

45/50


Questions answered correctly

15/20

In class

30/30

Outside class



 Time spent: 7 hours

60% In class40% Outside class

Lessons completed: 4 Tasks completed: 3

What next?

Whenever Sharan wants to revise the lesson, he should:


-  Do the self paced lesson on (Photosynthesis) which has key concepts, explainer videos and activities
-  Do a practice test that is personalized to his strengths and weaknesses

These can be found in the Math learning library!

Sharan's next class is on:

Wednesday, 20th November at 5pm

Reminder: If Sharan needs more help, we can schedule a revision class on the topic. [Click here](#) or call +919867233014



At this point, the BDA should pose the following question to the Parent: “Don’t you think if your child learned like this, it would be beneficial?”

11.11 Live Demo (10-15 mins)-

The BDA can vary when this happens - the demo could happen either during the “Inside the Class” explanation or post the product explanation

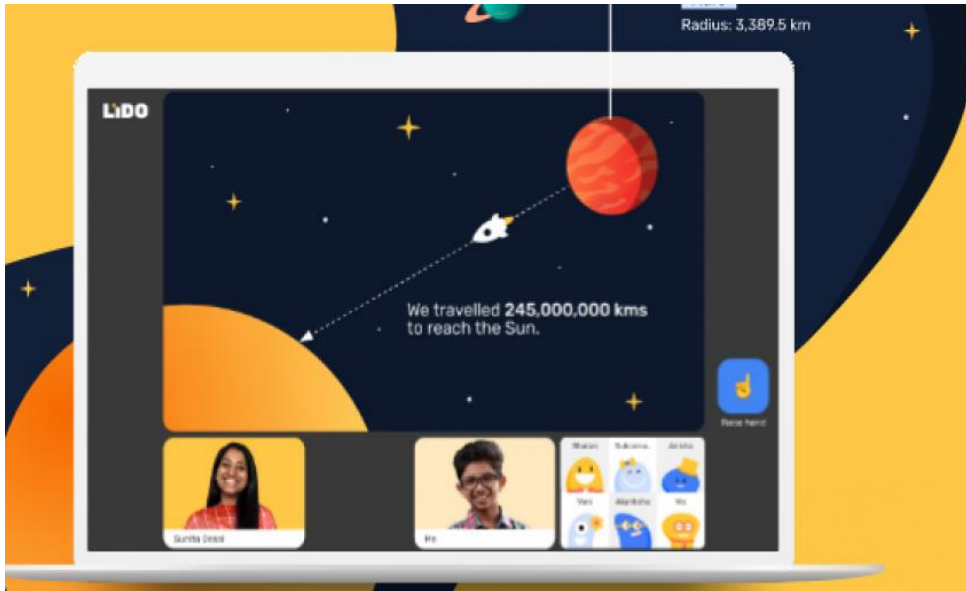


Figure: 9 live demo

11.12 Pricing and Financial Methods (15min) –

- o The BDA should keep the pricing simple and convenient so that he can explain the same to the parent appropriately
- o When the BDA starts discussing the bundling / package discussion, he should refer to the

final knowledge graph:

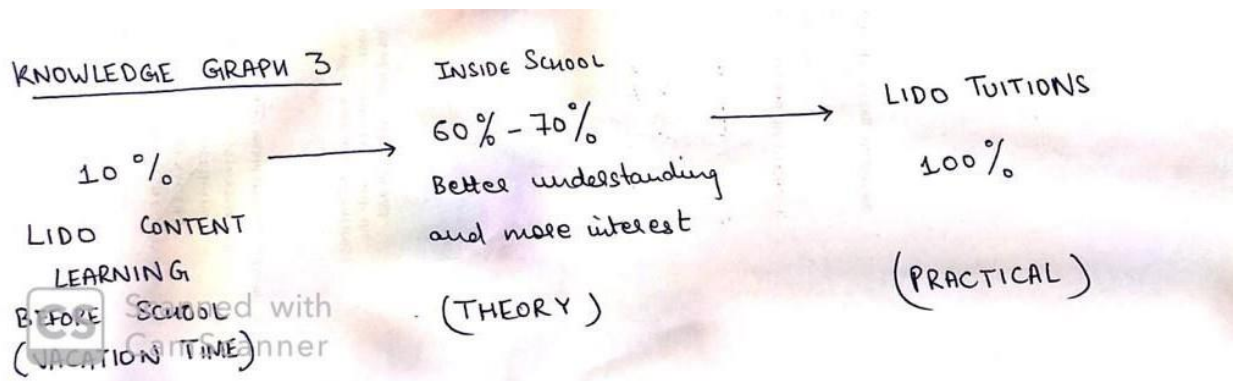


Figure:10 **Final Knowledge Graph**

- o In the above knowledge graph:
 - We assume that the child gets about 90 holidays in total during the school year
 - If the child is interested and excited about learning, he actually gains a 10% heads-start initially
 - With this head-start, he will be able to get a better understanding of concepts as compared to the other students who haven't got an opportunity like this
 - This will eventually lead to a 100% application of the knowledge that the child gains
 - This is a particularly powerful knowledge graph as it:
 - Enables the BDA to pitch multi-year class packs, since parents will push their children to revise / study during the off days
 - Enables the BDA to better demonstrate the value / worth of the money
 - that the parent is paying for the classes
- o The BDA should explain the finance methods and one shot methods in detail
- o There should be no confusion in what the BD explains and what the parent understands as this is one of the most common reasons of refund

11.13 Closing (5min)-


- o After the payment is done, the BDA should spend about 5-10 minutes interacting with the parent and sharing the benefits that students have got till now from LIDO
- o The BDA should also explain how customer support works

11.14 Pointers

- 12 An average session will range from about 2 hours to 2:30 hours if the closing is taking place.
- 13 Don't stretch the session for too long because it will affect your routine and your day plan and it's better to keep the session crisp.
- 14 Never offend the child or the parent in the session, because it should not be the case where they like the concept but they don't want to buy it from you, they will rather buy it for 5k more but not from you. Avoid being arrogant.

Figure: 11 Features for Parents.

Sample class report:

 Science **LiDO**

Class Report 📅 Saturday, 21st November

Today, Sharan learnt how to compare numbers that have different denominators. 📄 Plants
Photosynthesis

Before next class, Sharan should:

- ▶ Watch this video
- ☰ Do this practice
- ↻ Revise this lesson

 **Engagement tip:**
When eating dinner, try cutting the food into shapes and asking what part of the whole; Try this experiment on how to make slime.

Participation

Rewarded x3 ★



Performance

Questions answered: 3/5

Activity score: 10

Game score: 7



Attendance

Absent



Attention

Time off tablet: 1 minute



Sharan's next class is on:

Wednesday, 20th November at 5pm

For any academic queries, reach us at abc@lidolearning.com



Chapter 12 Customer Deep Dive:

USER PERSONA CHARACTERISTICS TO BE IDENTIFIED

1. Demographics (age, occupation, etc.).
2. Behavior (skill level, interest in your product offering, how they use your product or service, what they read and watch, etc.).
3. Challenges and interest.
4. Social media.
5. Habits Key words and
6. Concern for the kid & academics Spending capacity

12.1 AGGRESSIVE CUSTOMER

a) DEMOGRAPHICS

Age is not a bar as the Cx is always a parent however age can be a factor when we are catering to K-8 segment as this segment comprises of parents who are generally aware about technology and can be willing to see the bright side of E-Learning which in order can be used to pitch considering the value proposition can always be in favor of the customer's mind.

Occupation of CX is something which can help a BDE identify what kind of environment he is around for most hours in a day for e.g. . a CX is at a position of command, the BDE can always think of this as a trait where he can assume the CX to be busy and authoritative wherein the call pitch has to revolve around keeping his interest over the call.

Similarly If occupation of the Cx is a Teacher we can always expect him/her to have a vast awareness in terms of academics and if the BDE is not pitching the CX keeping in mind he is a teacher the CX can always be aggressive in terms of the Cx will take the BDE lightly as he/she himself must be taking care of the child's education so a BDE just cannot talk about ridiculing

the Education System without gathering info from the Cx and without understanding the buyers point of view.

b) Behaviour:

An aggressive Cx behavioural traits over a call will be he will not be a good listener and will always try to get to the end point quickly.

Secondly aggressiveness will also be highlighted by the tone and the manner he speaks wherein the tone will always not be respectful towards the BDE and the main point highlighting this fact is disagreements and the CX conveys that to the BDE directly in terms of labelling the BDE as a salesperson and ridiculing the entire agenda by only fixating at money and the product

Aggressive CX is always prone to entering conflicts on trust based issues and questions like “Where have you got my number ??”

Does the school authorities know about this?

Invasion of privacy

Directly enquired about prices

Has little regard for the BDE’s time schedule and has zero concerns and respect towards the BDE

Concern for education for his kid might be too much in terms of possessiveness else it can be as little as not being aware about his wards’ performance and also no intent of providing his ward with better forms of learning.

Might be rude to the BDE/abusive/can also threaten

c) Challenges and Interests

Based on the interest shown by the CX towards product, the agenda of the BDE in terms of a meeting and the involvement of the lead in a conversation are the points which can be used to identify a potential persona of a buyer

The challenge for the BDE in this case will be to remain patient despite the buyer having his own theory and the challenge will be to align the CX despite these differences of opinions towards the common goal of idea selling

The BDE has to be very clever with the notion of idea selling and certain traits identified in the first point will give the BDE a clear picture as to the CX is aggressive or not

An aggressive CX will always try to seem uninterested towards BDE's approach and just wants value for his time so the worthiness of the time he is or should take out is something he will always question himself in terms of money and effectiveness which can be very casual

d) Key Words and Phrases

An aggressive CX might use phrases which can be like "Don't waste my time"

"Don't sell me a product"

"Don't want anyone to come at my

home" "I don't need anything"

And the tone for all of the above mentioned will be rude which might demotivate the BDE but ultimately this behaviour is helping him understand how the meeting can progress provided he/she is successful in making a booking.

This will impact the conduction as the BDE will be aware of red flags and can pitch accordingly.

An aggressive CX will always be using certain keywords and phrases which the BDE.

It can be statements in which he is giving the impression of invincibility and money power.

Certain words like product, discount, sales gimmick in whichever language can be used by an aggressive buyer to put the BDE on the back foot

An aggressive buyer will always want to drive the meeting or the call in his own way so patience and understanding the CX requirement will only be possible if the pressure points are touched by the BDE and that can be identified by the above mentioned points

Phrases such as “what’s the final outcome and how much you will charge for the product” should always be an indication for an aggressive CX

e) Concern for the kid and awareness for the academics.

An aggressive CX can be identified based on concern shown for his kid.

If the concern is high the CX will be very particular about his child’s requirements and will just not entertain any random person to visit

If the concern is low and the CX is sounding not interested with a rough tone is always the second indication that the CX is not wanting to go ahead with the notion what the BDE is trying to convey

A CX who is academically aware and knows the requirements of his kid can be aggressive in the way how he talks back by using statements like “I know what’s best for my child”

“I will only call you when its required”

A CX who is academically not aware might only show disagreements and will try to find faults behind the reason to call

f) Spending Capacity

This is directly related to the intent shown by the CX .

Spending capacity is a trait wherein the Cx will either try to convey he can buy anything and at anytime for his kid or it might be a case of having zero awareness yet the capacity is there to spend on the kids education

Awareness is the key in identifying a cx through this point and can be categorised into an aggressive buyer

12.2 PASSIVE CUSTOMER

This indifference is commonly tied to loyalty or lack of it. We have no problem switching to a different brand if the price or offering is even just slightly better. Being passive (or passively “satisfied”) means that it just doesn’t matter to us.

Example: I’m a huge fan of AIR INDIA. I’ll take a layover and an inconvenient flight time just to fly on AIR INDIA over another option that’s offering a direct flight at a reasonable hour for a lower price. I often talk about my in-flight experiences and I’m never shy to recommend them to anyone booking travel.

a) Demographics

Age is not a clear benchmark to judge the passive nature of a CX Occupation again cannot be a point to identify this trait as being passive is a trait which comes naturally to a person.

b) Behaviour:

A passive Cx is always listening and does not speak much and mostly listens to the BDE and agrees to the points in a way where the BDE is unsure about interest shown by the CX

A passive CX is also prone to pick and choose so to identify a behaviour which is nonchalant towards the approach taken by BDE is also a behavioural trait for a passive CX.

Needs a little bit more time in reacting to questions and does try to make the process delayed.

c) Challenges and Interests:

The challenge to identify a passive Cx is to gauge his involvement in the conversation and also his interest might vary between moderate and nil.

The interests of a passive CX can be about any random topic being discussed or it can be only be nods of approval which can be tough for BDE to understand whether the CX is interested in the conversation and the product or not.

The biggest challenge for a BDE will be to lead the CX to the end point and still make a closing as Passive Cx will go ahead with anything and has no brand loyalty.

d) Key words and Phrases

For a passive Cx phrases and keywords cannot be enough to identify as a passive CX is one who always talks less however certain phrases can be of references which the CX tries to give to the BDE about why should he trust him,

Secondly the phrases will always have a notion of casualness in them i.e. unsurity.

e) Concern for the kid & Awareness of academics.

Based on the conversation initiated a Passive Cx is easy to identify keeping the above trait in mind as a passive Cx will always be satisfied and laidback about his child's requirements plus the awareness also might be low due to lack of knowledge

Awareness about academics can be low or high but further vision in a CX with concerns regarding a kid will be missing

In short such a CX is never far sighted

f) Spending Capacity

A passive buyer is such who can compromise on quality but not take a huge risk so the spending capacity is something which cannot be used as a benchmark to identify such a cx.

His spending capacity will always be directly proportional to the clarity of the programme which the BDE gives him over a call and a session.

12.3 INTERESTED CUSTOMER

Age basically can't be a parameter to categorise a customer as interested or not. By knowing the occupation of the customer one can figure out the paying capacity of the parent but again knowing the interest of the parent can not be figured out from the occupation.

a) Behaviour:

An interested parent listens carefully to the BDE on the call and usually has an apologetic tone on the call. The counters an interested parent might give on the call are usually logical and just to understand the process or the course that we're offering.

An interested customer generally doesn't mean that hes ready to buy the course and ready to pay, it generally means that his understanding of education is really broad and thinks that education is something thats just not limited to books.

b) Challenges and Interests

Based on the conversation with the parent, the bde has to use the correct method of pitching in the meeting and also to engage him further in the conversation so as to generate more interest.

The challenge for the bde here is so hold the excitement level and to still pitch the customer in a proper manner about the session and if required about the product as well.

Table:4 Advantages of LiDo.

Advantages	Inside the class	Outside the class	Parents benefits
<ul style="list-style-type: none"> ● Interest Creation ● Concept Clearing ● Time Management ● Adaptive Learning ● Personalized approach 	<ul style="list-style-type: none"> ● Interactive class (1 hour, 5 times a week, thrice for math and twice for science) ● Rock star Teachers (Multilingual, Best Teachers across India) ● 1:6 (Personalized Learning experience, attention to detail, live interaction through video, quizzes, games and activities) ● 10 minutes of discussion at the end of the session as to what they have learnt today ● Discussion and Doubt clearance (on spot) ● Personalized Homework according to class participation and performance ● School homework help ● Discipline Monitoring (Red Card, Gold Star) 	<ul style="list-style-type: none"> ● Personalized homework ● Practice quizzes ● If the kid is not able to solve a problem he will be redirected to a Step-by-Step approach, even if they are unable to do it, they will be redirected to the videos where they can learn the concepts again. ● HOTS for above average students ● 50000 questions as a question bank for practice ● Gaming Library (where the kids can learn while playing a game) 	<ul style="list-style-type: none"> ● Report after the class regarding the kid's performance (Attendance, Attention, Participation, Performance) ● Academic Advisors (available on parent's request) that help parents understand how their children are performing

Growth

Within a year of its inception, LiDo has touched various economic benchmarks in terms of performance, market share, revenue generation and extending its happy customer base.

Table:5 Journey so far for LiDo learning.

Customers	Tutors	LiDoites	Investors
.0 to 2500+	0 to 500+	20 to 900+	0 to \$10.5 million
Presence across 15 cities	Presence across 40+ cities	Offices in Mumbai, Delhi, Lucknow, Bangalore & Indore	<p><i>China</i> BAce Capital (backed by Alibaba)</p> <p><i>Germany</i> Picus Capital (backed by Rocket Internet)</p> <p><i>India</i> Madhur Deora (President, PayTm) Ronnie Screwvala (Chairman, UpGrad) Ananth Narayanan (CEO, Medlife) Vikrampati Singhania (MD, JK Tyres) Anupam Mittal (CEo, Shaadi.com)</p>

Chapter 13 Salesforce #1 CRM

Figure: 12 SalesForce CRM



Salesforce.com, inc. is an American cloud-based programming organization headquartered in San Francisco, California. It gives client relationship the board (CRM) administration and furthermore sells a correlative set-up of big business applications concentrated on client care, showcasing computerization, investigation, and application advancement.

The product organization has gotten mainstream as of late. The Street's originator Jim Cramer even names the administration as a 'Cloud King' and has been bullish on the stock - apparently in light of current circumstances.

Established in 1999 by a previous Oracle (ORCL) - Get Report official Marc Benioff, Dave Moellenhoff, Frank Dominguez and Parker Harris, Salesforce is one of the principal worldwide organizations to effectively utilize a cloud-based CRM programming. Salesforce has had the option to use cloud innovation and manufacture an assortment of utilizations for organizations to all the more likely interface with their clients and help give them key bits of knowledge into their administrations through examination and applications.

While their applications are tremendous, as indicated by Salesforce, their CRM principally centers around helping organizations with client maintenance, keeping their clients upbeat, searching out and official client securing, giving organizations bits of knowledge into their clients and considerably more.

Anyway, how do organizations really utilize Salesforce?

13.1 What is Salesforce Used For?

Starting at 2017, Salesforce purportedly had 150,000 organizations utilizing their product - among which incorporate Amazon (AMZN) - Get Report , Adidas (ADDYY) , (ADP) - Get Report , American Express (AXP) - Get Report and many, some more.

Organizations use Salesforce to comprehend their clients, associate with them on an assortment of levels and help develop their client base.

The cloud-based programming permits organizations to follow (continuously) examination, client achievement and backing, client objections and an assortment of other CRM capacities no sweat of distributed storage and access any place the clients are.

As per the Salesforce site, organizations that utilization the product see normal increments in an assortment of zones, remembering a normal 27% expansion for deals incomes, 32% expansion in lead transformation, 34% expansion in consumer loyalty and a 56% quicker arrangement.

Figure: 13 Activities in Salesforce.

ACTIVITY CHATTER

Log a Call
New Event
Email

Add

Activity Timeline

Next Steps More Steps

> 📅 Demo 22:00 | 13-Oct ▼

You have an upcoming Event

Past Activity

> 📋 Call up Today ▼

You had a Task about [test-](#)

> 📞 Call Guy , left VM. Call back next Monday. 12-Sep ▼

You logged a call about [test-](#)

More Past Activity
▼

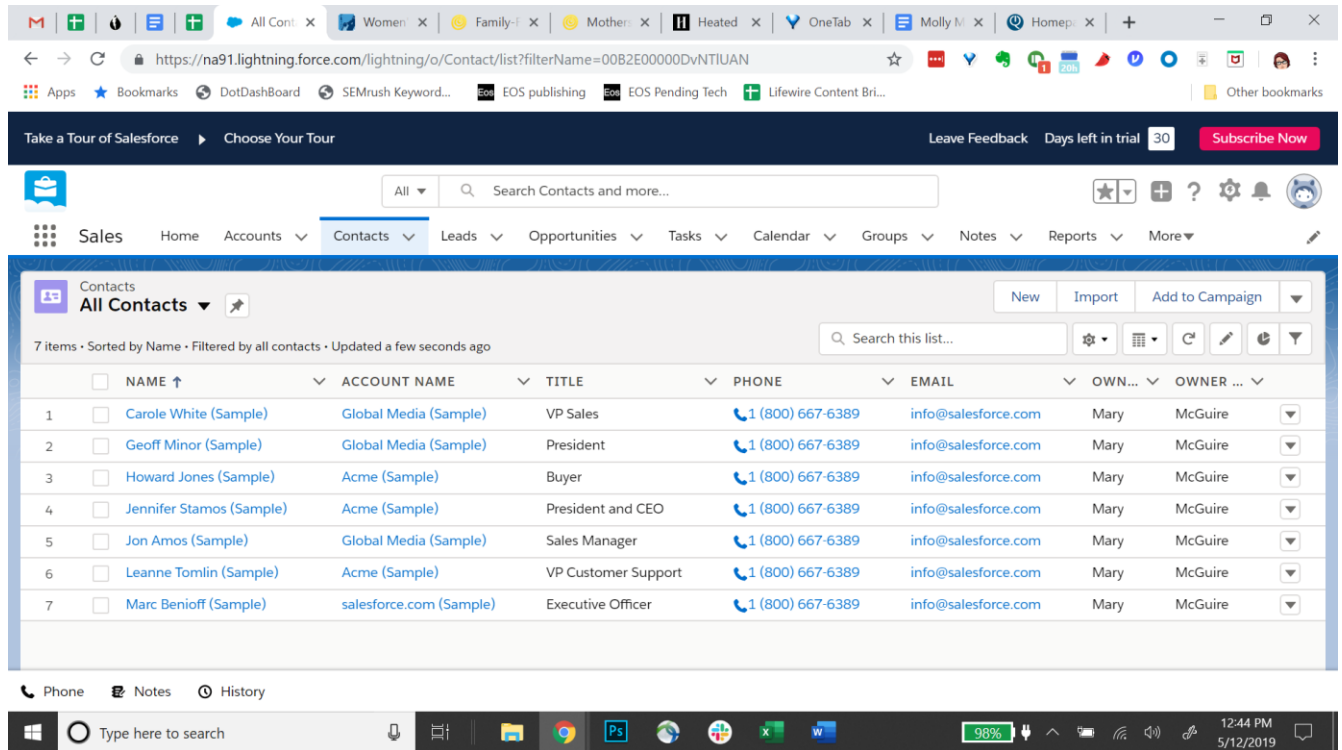
Because of its diverse selection of clouds and applications, Salesforce is also used by companies to assist with marketing, tracking sales and spending and analyzing performance. A variety of different clouds allow users to analyze various data, maintain communication forums with customers, implement sales strategies and more.

In essence, Salesforce is the one-stop-shop for businesses to manage, maintain, communicate with and grow their customer base and revenue streams.

13.2 How Does Salesforce Work?

So, how does Salesforce practically work? The company is a service as a software (SaaS) - which means it uses a cloud-computing, software distribution model that hosts applications and makes them available online.

Figure:14 first Screen of Salesforce.



SALESFORCE HAS VARIOUS DIVERSE CLOUD STAGES THAT PERMIT ORGANIZATIONS TO INTERFACE WITH VARIOUS INFORMATION AND ADMINISTRATION THEIR CLIENTS IN DIFFERENT LIMITS.

STARTING AT 2020, SALESFORCE HAS VARIOUS DIVERSE CLOUD STAGES - A HELP CLOUD, ADVERTISING CLOUD, WELLBEING CLOUD, APPLICATION CLOUD, NETWORK CLOUD, INVESTIGATION CLOUD, IOT CLOUD, CHATTER CLOUD, BUSINESS CLOUD, HEROKU COMMITMENT CLOUD AND THAT'S ONLY THE TIP OF THE ICEBERG.

AS INDICATED BY THE ORGANIZATION, SALESFORCE'S BUSINESS CLOUD ENABLES ORGANIZATIONS TO FOLLOW CONTACTS, OPENINGS AND DEAL WITH A GROUP TO EXPAND DEALS. THE ADMINISTRATION CLOUD PERMITS ORGANIZATIONS TO INTERFACE WITH CLIENTS AND CONVEY PREMIUM CLIENT SUPPORT THROUGH INDICATING CLIENT MOVEMENT AND SETTLING ISSUES. WITH THEIR ADVERTISING CLOUD, SALESFORCE ASSISTS ORGANIZATIONS WITH FOLLOWING CLIENT VENTURES WHILE GIVING MULTICHANNEL SHOWCASING EFFORTS, WHILE THEIR LOCALE CLOUD PERMITS ORGANIZATIONS TO STRAIGHTFORWARDLY INTERFACE WITH THEIR CLIENTS AND PERMITS THEIR

CLIENTS TO ASSOCIATE WITH ONE ANOTHER.

ALSO, SALESFORCE HAS BEEN EXECUTING MAN-MADE BRAINPOWER (AI) INTO THEIR EINSTEIN STAGE, WHICH DISENTANGLES THE EXAMINATION WORK PROCESS AND PRODUCE INCREASINGLY EXACT GUAGING, AMONG DIFFERENT ADVANTAGES.

IN ANY CASE, SALESFORCE'S WHOLE MODEL BACKINGS CLIENT RELATIONSHIP THE EXECUTIVES (CRM).BUT, WHAT IS CRM?

13.3 CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

CLIENT RELATIONSHIP MANAGEMENT (CRM) IS "AN INNOVATION FOR DEALING WITH ALL YOUR ORGANIZATION'S CONNECTIONS AND COMMUNICATIONS WITH CLIENTS AND POTENTIAL CLIENTS. THE OBJECTIVE IS BASIC: IMPROVE BUSINESS CONNECTIONS. A CRM FRAMEWORK CAUSES ORGANIZATIONS REMAIN ASSOCIATED WITH CLIENTS, SMOOTH OUT PROCEDURES, AND IMPROVE BENEFIT," AS INDICATED BY SALESFORCE.

ON AN ESSENTIAL LEVEL, CRM ASSISTS ORGANIZATIONS WITH UNDERSTANDING CLIENT NEEDS AND INFORMATION AND ENCOURAGES FURTHER CLIENT IMPROVEMENT AND MAINTENANCE.

13.4 CLOUD-BASED SOFTWARE

SALESFORCE WAS THE FIRST TO EFFECTIVELY EXECUTE A CLOUD-BASED CRM PROGRAMMING. AS A CLOUD-BASED HELP, SALESFORCE GAINS BY THE ADVANTAGE OF INFORMATION STOCKPILING AND AVAILABILITY FROM ANYPLACE TO DRAW A CLIENT BASE.

UTILIZING A CLOUD-BASED PROGRAMMING PERMITS ORGANIZATIONS TO FOLLOW LIVE INFORMATION, NETWORK CONVERSATIONS AND OVERSEE INVESTIGATION FROM ANYPLACE - AND WITH CONTINUALLY REFRESHING PACE AND PRECISION.

13.5 SALESFORCE BUSINESS PRACTICES

SALESFORCE MADE THE 1-1-1 MODEL OF INTEGRATED PHILANTHROPY, WHERE ORGANIZATIONS CONTRIBUTE 1% VALUE, 1% OF THEIR ITEM AND 1% OF REPRESENTATIVE HOURS BACK TO THE NETWORK. THE ADMINISTRATION CREATED SALESFORCE.ORG TO PROVIDE FOR CHARITIES AND INSTRUCTIVE ESTABLISHMENTS, SUPPORTING THEM WITH INNOVATION, CHIPPING IN AND AWARDS, AS INDICATED BY THEIR SITE.

ORGANIZATIONS AT PRESENT UTILIZING THIS 1% PROMISE MODEL INCORPORATE DOCUSIGN (DOCU) - GET REPORT , SURVEYMONKEY (SVMK) - GET REPORT , CONGA AND THE SKY IS THE LIMIT FROM THERE.

NOTWITHSTANDING THEIR ALTRUISM, SALESFORCE OFFERS RULES FOR BEST CLIENT ASSISTANCE REHEARSES ON THEIR SITE, INCLUDING RECRUITING THE IDEAL INDIVIDUALS, OVERSEEING CLIENT DESIRES, CONCENTRATING ON INITIAL INTRODUCTIONS, RELIABLY GATHERING INFORMATION, CUSTOMIZING THE EXPERIENCE, BEING THE PLACE THE CLIENTS ARE AND LOOKING AFTER CORE INTEREST.

13.6 SALESFORCE MERGERS AND PARTNERSHIPS

SALESFORCE'S RUNDOWN OF ACQUISITIONS APPEARS TO DEVELOP BY THE MINUTE. MOST AS OF LATE, IT WAS REPORTED IN AUGUST OF 2019 THAT THEY WOULD BUY CLICKSOFTWARE FOR \$1.35 BILLION. SALESFORCE ADDITIONALLY DECLARED A \$15.7 BILLION PROCUREMENT OF TABLEAU SOFTWARE INC., AN INFORMATION EXAMINATION GATHERING, IN JUNE 2019 AND OBTAINED MULESOFT FOR \$6.5 BILLION, REPORTED IN MARCH OF 2018.

CLOSE BY THE PROCUREMENT OF MULESOFT, SALESFORCE HAS AS OF LATE INCORPORATED MULESOFT'S "ANYPOINT" STAGE (WHICH IS AN APPLICATION INTERFACING DASHBOARD) INTO THEIR CLOUD ITEMS, AND FURTHERMORE AS OF LATE PROPELLED ITS NEW 'COMBINATION CLOUD,' WHICH THE STREET DETAILED IS A "TOOL COMPARTMENT PLANNED FOR COORDINATING BUSINESS FORMS" AND SMOOTHING OUT PROCEDURES.

MULESOFT'S CEO GREG SCHOTT WAS EXCEPTIONALLY HOPEFUL ABOUT THE MERGER PRIOR THIS YEAR.

"WHEN [SALESFORCE CO-CEO MARC BENIOFF] AND I MET BACK IN FEBRUARY...HE SAID WE'RE BEGINNING TO CONSIDER ADVANCED TO BE AS AN INDUSTRY, AND I SAID THAT WE CONSIDER OURSELVES TO BE THE MOTOR OF THAT INDUSTRY," SCHOTT STATED, THE STREET REVEALED IN SEPTEMBER. "ASSEMBLING THE ORGANIZATIONS FELT LIKE A TRULY ASTONISHING VITAL FIT."

DIFFERENT ACQUISITIONS HAVE INCLUDED REBEL, ZORAP, CLOUDCRAZE LLC, DATORAMA AND 50 OTHERS.

EMINENTLY, SALESFORCE COLLABORATED UP WITH FACEBOOK IN 2014 TO BRING INVESTIGATION TO B2B ADVERTISERS.

FURTHERMORE, SALESFORCE AND APPLE COLLABORATED IN 2018 TO HELP IMPROVE APPLICATIONS FOR ORGANIZATIONS. THE PAIR DECLARED THAT THE GROUP "UNITES THE MAIN CLIENT RELATIONSHIP THE EXECUTIVES STAGE AND IOS."

THE APPLE-SALESFORCE ASSOCIATION WILL ALLEGEDLY ACTUALIZE APPLE HIGHLIGHTS LIKE FACE ID, BUSINESS CHAT, AND THE NEW-IN-IOS-12 SIRI

SHORTCUTS TO SALESFORCE.

13.7 WHAT'S NEXT?

THINGS BEING WHAT THEY ARE, WHAT'S NEXT FOR THE CLOUD BEHEMOTH? MOVING IN ON THE CLOUD ADVERTISE IS BY ALL ACCOUNTS LIKELY TO WORK OUT. THE STREET'S ORGANIZER JIM CRAMER PROPOSES THAT THE ALLEGED 'CLOUD KINGS' MAY EVEN BEST 'FAANG' STOCKS, AS HE GUARANTEED AT THE STREET'S INVESTOR BOOT CAMP BACK IN MAY 2018.

"AS MUCH AS I CAN IMAGINE FAANG, AND I DO...I THINK THE CLOUD KINGS OFFER THE BEST OPEN DOORS FOR EXCHANGING IF JUST FOR ONE EXPLANATION - THE MEDIA HAS GOTTEN FIXATED ON FAANG...[AND THEY] SOAK OUR MINDS UNENDINGLY WITH 'FAANG IS DEAD' STORIES ON ANY DAY THAT THEY ARE DOWN [IN THE MARKET]," CRAMER SAID.

ALL THINGS CONSIDERED, ASIDE FROM DRAWING IN BULLISH SPECULATORS, SALESFORCE IS MOVING IN ON COORDINATING WITH HUMAN SERVICES AND LIFE SCIENCES. AS PER A SALESFORCE INTRODUCTION IN 2018, SALESFORCE IS MOVING TO COORDINATE WITH NYU LANGONE HEALTH THROUGH THEIR PATIENT ACCESS COMMUNITY AND HOLOGIC (HOLX) - GET REPORT , A WORLDWIDE INNOVATOR IN DEMONSTRATIVE AND CLINICAL IMAGING ARRANGEMENTS ORGANIZATION.

WITH EXPANDING MERGERS, ASSOCIATIONS AND DEVELOPMENTS, SALESFORCE HAS NAMED ITSELF "THE QUICKEST DEVELOPING VENTURE PROGRAMMING ORGANIZATION EVER," AS PER SALESFORCE CO-CEO MARC BENIOFF ON CRAMER'S MAD MONEY.

IN ANY CASE, CNBC AS OF LATE REVEALED THAT AMAZON WEB SERVICES (AWS) MIGHT BE PICKING UP ON SALESFORCE. TRUTH BE TOLD, AWS HAS TOPPED \$9 BILLION IN QUARTERLY INCOME AS INDICATED BY LATE REPORTS - BESTING SALESFORCE'S FINANCIAL SECOND FROM LAST QUARTER DEALS OF \$4.5 BILLION - AND WAS MADE BY AMAZON IN 2006 (SEVEN YEARS AFTER SALESFORCE).

IN ANY CASE, SALESFORCE BULLS ARE ALL AROUND VINDICATED GIVEN THE ORGANIZATION'S SOLID EXECUTION AND SECOND FROM LAST QUARTER REPORTS. SALESFORCE SHARES HIT RECORD HIGHS FROM THE GET-GO IN 2020, AND A FEW EXPERTS ARE ALLUDING TO IT AS ONE OF THE TOP CLOUD STOCKS TO CLAIM IN 2020.

Figure:15 Opportunity

details.

The screenshot displays the Salesforce CRM interface for an Opportunity record. At the top, the navigation bar includes 'Sales', 'Home', 'Opportunities', 'Quotes', 'Leads', 'Tasks', 'Files', 'Accounts', 'Contacts', and 'More'. The main header shows the Opportunity name 'Grimble Industries' with a crown icon, and action buttons for '+ Follow', 'Send to Billing', 'Activate Opportunity', and 'New Case'. Below this, a summary row lists: Account Name: Grimble Industries, Close Date: 12/11/2018, Amount: \$229.99, and Opportunity Owner: Test Drive. A progress bar below the summary shows a sequence of steps, with the final step labeled 'Closed ...'. The main content area is divided into three sections: 'Activity' (with tabs for Activity, Chatter, and Details), 'Subscriptions (0)', and 'Subscription Products (0)'. The 'Details' tab is active, showing fields for Opportunity Owner (Test Drive), Private (checkbox), Opportunity Name (Grimble Industries-), Account Name (Grimble Industries), Type, Lead Source, Amount (\$229.99), Expected Revenue (\$229.99), Close Date (12/11/2018), Next Step, Stage (Closed Won), Probability (%) (100%), and Primary Campaign Source. The 'Products (2)' section lists 'Base Charge' (Quantity: 1.00, Sales Price: \$30.00) and 'Setup Fee' (Quantity: 1.00, Sales Price: \$199.99). A 'View All' link is at the bottom of the products section.

Chapter 14 Results and Discussion

14.1 The LiDo Application Objective/ Problem Scope

In the current set-up the sales team goes for home conduction after booking an appointment for a specific “day and time”.The sale is made offline and the sale entry is done 3-5 days after the sale is made.

- Delay in sale being punched by 3-4 days, which leads to subsequent steps getting delayed:
 - Batching
 - Tab delivery
 - Loan Processing (Activation and Disbursement)
- Poor Customer experience because of service delivery issues. This leads to refund requests generated for 30% cases

- Wrong information entered - example wrong batch time option, wrong course selection, etc. High learning curve and problems with the current flow are the major reasons for the above stated problems. In order to solve this problem, we need a step by step flow with an intuitive interface to have a good order taking experience and on the spot booking, which will help in reducing the 1st class TAT by 40%. As the majority of the users are using Tablets, the flow needs to be built to be Primary for tablets. If possible it should be viable on phone or laptop. Plus potentially a PWA/TWA.

14.2 App Flow (V1):

Show the list of tasks to be worked on by the BDA. In V1 the tasks are only going to home conduction scheduled as per Date and Time of the day. Each task should have a visibility of the date and time of the scheduled visit. When the user initiates the task, we will record the following information to be treated as the check-in time:

- User Id
- Lead Id / Account Id
- Timestamp
- Location: In the beginning of the task, the following pre-filled details about the child are to be shown to the BDA.

The idea of this information to have the information about the lead to have a better understanding of the case and lead the discussion accordingly:

- Source of Lead
- Father's Name
- Father's Occupation
- Mother's Name
- Mother's Occupation
 - Tuition Status – Yes/No
 - Olympiads given, if any
 - Future Ambitions
 - Address
 - Registered Mobile Number,
 - Alternate Mobile Number
 - Additional Notes & Comments

Once the BDA goes through this information, the next step is to start taking the order. The order taking has the following steps:

1. Student Details:

The order starts with filling the details about the student. Some of the details will be prefilled with an edit option to update the details. It could be possible that there's more than one student whose details are there. In that case there will be an option to select one student and add the

details from there.

a. Student Details:

i. First Name + Last Name

ii. School

iii. Board - CBSE, ICSE

iv. Class = 8th Standard

All the above mentioned details are mandatory, failing to select any the BDA cannot move to the next step. Inline errors will be shown if the details are not entered.

b. The school marks for the subjects that we offer are to be entered along with the class.

i. Eg: Maths Marks, Semester: 8th Midterm Exams.

ii. There will be an option to add images of the school marksheets

2. Subject Selection:

7. The subject selection will be allowed for all the courses with preference given to relevant subjects.

Eg: if the student is from 8th standard and CBSE board, CBSE will be the 1st selection/option with an option to switch to ICSE board. Each course will have an individual List Price with a discount

Bundled purchases will have more discount than an individual product purchase. The same visibility is to be provided in the app so that the products can be promoted accordingly.

1. Multiple courses will have more discount than individual courses and is to be promoted
2. Multi year course – Example “Math 6th + Math 7th” will have more discount than Single course

*At Least 1 course should be added to the cart here before the user can move to the next step.

**If the courses are selected from the course/standard other than the relevant courses, the selection should be highlighted with a tag in the cart in order to confirm that courses selected are not wrong.

Cases here are:

- ICSE course selected for CBSE student
- 1 class skipped – Eg: Student is in Class 8, and courses are selected only for class 9 or above.

3. Batch Selection: Selection of language (Hinglish/English) for each of the courses and batching needs to be done for the courses which are eligible for immediate batching. Immediate batching is for classes which are scheduled in this year of study.

a. All Batches Available: The user can choose any of the available batches.

b. No Batch Available: Option to be displayed for customer to choose preferred time slots on the basis of which batching will be done later on “ 3-5 days”

c. Partially Available:

8. Eg: Math batches: 3:30 pm (available), 4:30 pm (unavailable), 7:00 pm (available)

1. The user can either select the available batches or raise a request for the batch which will be allocated later on.

2. If an unavailable batch is chosen, the message will be shown that the batch allocation may take 3-5 days. The idea is to discourage choosing the batches which are not immediately available.

9. Tab Selection: There will be 3 options to select the Tablet:

a. On the spot – This should be our 1st preferred option. So it needs to be displayed in the UI accordingly. This option will be disabled if the BDA doesn't have any Tabs allocated to them. If Tab on the spot is selected,

10. There will be list of Tabs of which the user can select the model and serial number:

11. Tech check to be conducted with the sim of the BDA for the network . Hardware checks would have been done earlier and only the ones which pass the test will be sent to the customer.

b. Deliver Later

12. Tech check to be conducted for the network.

c. No Tab – Ensure that Tech check happens on the spot on customer’s device.

Tech Check Status: Tech check code to be entered here in a separate field in each of the options selected. If the check is successful (Network for case a & b, complete check for case 3), then only the user can move to the next step, else show the error: “Test check failed for network/sound/video”.

There should be an option to go to the next step or add details of the 2nd student.

13. Confirm Course start Date and option to delay start date:

a. Show student wise course start date for as per the next class scheduled for the batches for which classes are starting this year

i. There should be an option to move the start date to a further date as per the class schedule (Eg: If classes start on Monday and the schedule is M,W,F – the 1st class start option to be there to select the dates accordingly. The trial period will commence as per the start date selected for each course.

ii. For Tab delivery, the next class is scheduled after t+3 days, considering the tab delivery TAT as 3 days.

14. There should be an option to start trial before or after that.

b. If the batching is to be done for any course, show the message that the student is unbatched and the classes will start after the batching is complete. Batching TAT to be communicated as 3-5 days.

** Also show the duration of the course for all the courses(Math 6, Sept 2019 to March 2020, Math 7, April 2020 to March 2021). Here the month will be the 1st day of the batch for that month. If batching not done, show start month as per the month of the next class date for any batch

6. Financing Option selection:

There will be 2 options for financing:

a. Lump sum payment – Amount to be paid to be shown here.

b. No Cost EMI: There could be multiple EMI provided selection at this step. The down payment amount to be displayed on the basis of which all EMI providers are

selected.

These amounts will be predefined as per the EMI logics. The amount of loan added against the EMI provider will determine the total down payment that needs to be collected.

i. Eg: Total order value is Rs. 90,000.

1. If Bajaj is chosen, then the EMI = 7,000 for 10 months, DP = 20000

2. If Zest + Bajaj chosen, then DP = 30,000; Zest EMI = Rs. 4000 for 10 months, Bajaj EMI = Rs. 2,000 for 10 months

ii. Field to enter the Loan application number and amount approved against each of the selected EMI options.

15. Payment Modes selection:

Payment modes to be selected for lump sum/down payment amount.

a. Cheque option to be disabled/not shown if the own payment if financing option is EMI

b. There could be multiple payment options. If multiple options are selected, then the split for each option is to be put. The sum of all amounts should be = amount to be paid upfront. If the sum <> the amount to be paid upfront, an error message is to be displayed if the user tries to move to the next step.

16. Order Summary:

a. At this step, the order summary should be displayed in the sales app with a field to add OTP.

17. The BDA should be able to edit the cart: board, courses, batch (If any of the batching related things are updated, the student has to be unbatched from existing courses and batching needs to be done again), Tab option. If any of the above mentioned details are edited, the user should go back to the step where any of the details are edited.,(this will be helpful when the customer finds some issue in the order and want them to be rectified)

a. The confirmation summary is to be sent to the Registered mobile number of the customer with the order summary and the OTP at the end of the summary. They can act on the following:

i. Reject

ii. Approve and Share OTP

b. Confirmation/Order summary details:

i. Name of the student

ii. Courses bought (CBSE + 10th class maths) +Hinglish 1. Batch timings for the 1st year

2. Batch start and end date for all courses

3. Tablet on the spot/ Tab delivery

a. Tab Delivery date (for deliver later)

b. Sim Card (Jio + phone number)

- iii. Total price and amount (with discount)
- iv. Amount paid (Lump Sum OR Down payment)
- v. EMI
- vi. EMI due date
- vii. EMI partner ** Cancellation and rescheduling can be done at any time in the order booking journey.

18. Approval & Payment Collection:

a. For online payment, the payment link is to be generated and sent to the customer's Registered Mobile Number for verification .

i. Payment status to be displayed on the sales product:

- 1. Unattempted/Failed : Please make the payment
- 2. Pending: Awaiting Bank Response
- 3. Paid : Congratulations, order successfully placed

b. For Cash payment: Congratulations, order successfully placed, collect Rs. 2,000 Cash

c. For online + offline: Congratulations, order successfully placed, received Rs. 5000, and collected Cheque of Rs. 2,000.

** Timestamp to be logged for this step. To see the difference in time between sale done and sale complete marked

20.Complete Sale

This will be considered as the time at which the user completes the task. We will record the following information to be treated as the check-out time:

- a. User Id
- b. Lead Id/Account Id
- c. Disposition rubric
- d. Timestamp
- e. Location

** Cart should be shown at every step after course selection for BDA to have visibility of the order details.

21.Pricing

Pricing had been varied multiple times as per the need of the customers and the time of academic session, simulated in accordance with achieving a calibrated rate of growth in the revenue week after week. The prices are kept at par with what shall come as affordable for most of the parents. The price sheets at various time frames can be referred in Appendix 1.

Chapter 15

The Model Revamp

15.1 Scenario

COVID-19 or CoronaVirus Disease, a pandemic disease that brought the entire world economy down onto its knees started taking roots into the population of India in mid March 2020.

Coronaviruses belong to a viral family which infects animals or humans. Multiple coronaviruses have been known to cause respiratory infections in humans which may range from the common cold to much more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). Recently discovered strains of coronavirus have been known to cause coronavirus disease (COVID-19).

The infection that began in the heart of Wuhan, China, went pandemic like wildfire throughout the world infecting people of almost all countries, races and tribes. The virus is a cross specific virus mainly found to affect bats.

Extent of spread

The pandemic has affected all the countries of the world. On 11 March 2020, WHO declared Novel Coronavirus Disease (COVID-19) outbreak as a pandemic and reiterated the countries to take immediate actions and scale up response to treat, detect and reduce transmission to save people's lives.

18.2 Preventive measures

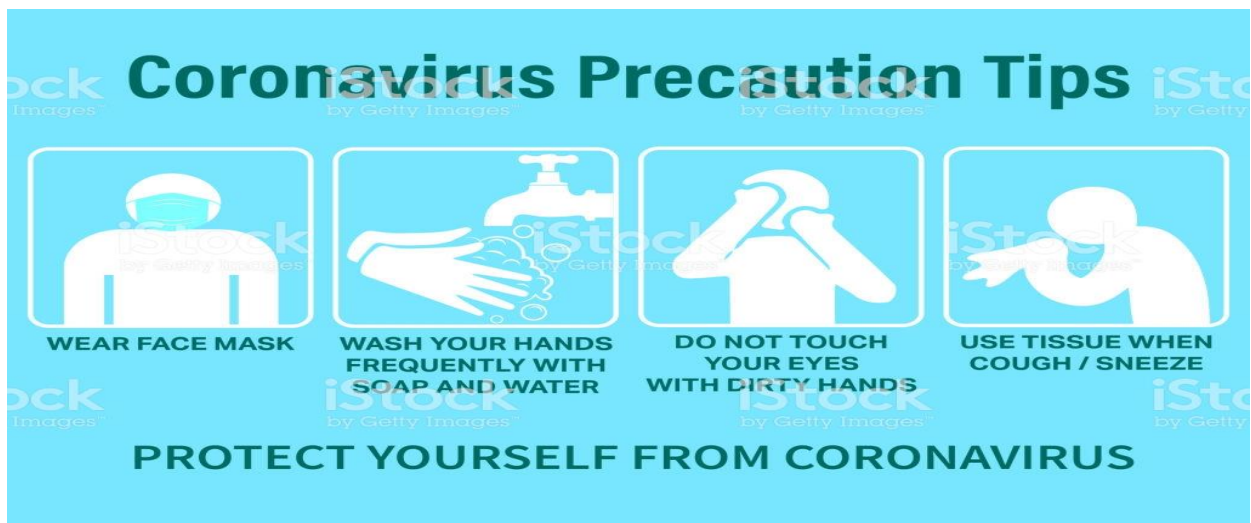


Figure:16 Precautions from COVID-19.

a) Situation update

According to the **Ministry of Health & Family Welfare (MoHFW)** in 32 states/union territories of India, a total of 31787 COVID-19 cases, (including 111 foreign nationals) have been reported. Of these, 7796 have been cured/discharged, 1 has migrated and 1008 resulted in deaths . The Prime Minister announced nationwide lockdown till 3 May 2020.

b) General precautions

To prevent the spread of COVID-19, various health bodies have provided following directives to be strictly followed by all individuals of the country:

- Clean hands often. Use of soap and water, or an alcohol-based hand rub.
- **Social distancing:** Maintenance of a safe distance from anyone who has a cough or is sneezing.
- Avoid touching eyes, nose or mouth.
- Covering of nose and mouth with bent elbow or a tissue while coughing or sneezing.
- **Self quarantine:** Staying home if unwell.
- If having a fever, a cough, and difficulty breathing, seeking immediate medical attention. Call in advance.
- Following the directions of local health authority.



Figure:17 Compulsory Mask.

15.3 Effect on Indian economy

To battle with COVID-19, Indian Government established a preventive lockdown the whole way across the nation from 22nd March to third May, 2020.

In an ongoing overview together directed by FICCI and Dhruva, an expense consultancy, about the impact of COVID-19 on Indian economy, counselors studied around 380 organizations over the changed parts. The organizations are thinking about "gigantic vulnerability" about what's to come. COVID-19 has had a 'profound effect' on Indian businesses. The employments are at high hazard as firms look to lessen labor. The current circumstance has had a "high to high" level effect on the business according to 72 percent respondents. 70 percent of the studied bodies expect degrowth in the financial year 2020-21.

According to Dun and Bradstreet, COVID-19 has upset human lives and worldwide flexibly chain yet has additionally set an extreme interest stun, which has counterbalanced the green shoots of recuperation of the Indian economy which was clear towards the finish of 2019 and mid 2020. The amended evaluated Gross Domestic Product (GDP) India looks downwards by 0.2 percent focuses to 4.8 percent for the financial year 2020 and by 0.5 percent to 6 percent for the monetary year 2021. It is expressed that the genuine degree of effect will rely on the seriousness and span of the flare-up.

Indian organizations are affected by three channels to be specific linkages, gracefully chain and macroeconomic components. At any rate 6,606 Indian elements legitimately interface with organizations in nations with broad affirmed COVID-19 cases. Business exercises in the remote markets have been eased back by manyfolds, which has suggested a negative effect on the topline of these organizations. Generally influenced areas incorporate coordinations, auto, the travel industry, metals, drugs, pharmaceuticals, electronic merchandise, MSMEs and retail .

As per appraisal by the World Bank, India is as yet expected to develop 1.5 percent to 2.8 percent. The IMF has anticipated an Indian GDP development of 1.9 percent in 2020 as a result of the worldwide economy COVID impact. The world is seeing the most exceedingly terrible downturn since the Great Depression of the 1930s. On the off chance that KPMG information is to be accepted, the lockdown in India has sizably affected the economy, essentially on utilization, which establishes the greatest segment of GDP.

15.4 LiDo adaptation

The global crisis of COVID-19 led to one of the major changes in the working of the

organization. Taking utmost precautions and for the safety of society and its employees, the working model at LiDo was revamped overnight to a Work-From-Home (WFH) model. This model was completely different in respect to the original Direct Sales (DS) model being previously followed.



Figure:18 Work from Home Model.

a) Working model

The working parameters and the new model were simulated against various parameters. The pilot model for sales was formulated and launched using a handful of people. According to the latest model, the physical conductions were made into an online interaction with the parents.

a) The pilot

According to the pandemic situations, a newer pilot model was simulated. In this model, The direct sales shifted to overt the call sales. The BDA's were expected to call in a higher number of leads everyday to ensure a suitable number of appointments for the day where they could actually have possible sales.

The financials were completely modified. As per the mindset of a customer in the existing ecosystem, it was clearly understood that seeing economic uncertainties, every person has been trying to live on basic necessities and curtail undue expenses. As the time of year is such that kids require utmost attention on studies, since they are unable to attend their proper schools and are not able to cover sufficient courses at home, the need generation and acceptability of the services in the market can be considered at an all-time high. Educated parents are already aware of the scenario where schools would be the last organizations to reopen and function on a regular level since children and old ages people were at the highest risks of infection. This implies that one needed to resort to online methods where the best education needed to be provided to the children at home. The exact part where LiDo fits in.

In order to tap the above mentioned situation, the meetings with the parents were scheduled over an online video method over a similar sales platform as the one on which the actual classes take place.

The model focussed on making the customer enrol for a week's trial classes and thereafter decide to continue the same if the child likes the classes. This has been a success so far, in terms of bringing a solid satisfied customer base, as well as revenue to the company.

b) Final strategy

After weeks of simulation of the pilot model, finally it was decided that the active BDAs would be split into two sets of teams. One cohort would be directly making the trial sales and onboarding the potential customers whereas the next cohort would be rigorously following up with these children and eventually be converting them into full-year or multi-year sales. Since logistics and finance sectors are all pandemic-stricken, the model entails no physical hardware sales. Instead of hardware, tablet devices, the company is set to launch its mobile application to enhance its customer base and accessibility to more people as smartphones have a wider availability than laptops or tablets. The mobile application would consist of the online and offline features, both inside and outside the class, that could reach people of all social strata at the ease of their homes and geographical locations.

LiDo as a company, values its associates and as a result it did not terminate any of its employees on any lame grounds. Instead, a system of deferred pays and sabbatical leaves was introduced.

Resources which were identified as redundant and who did not bring enough business to justify their salaries were put on a sabbatical of 45 days. The working cohort was put on a deferred pay system where people of different pay scales undertook different pay cuts in order to keep the company going strong. Putting the projections for next quarter, the deferred amount would be managed in the forthcoming salaries, subject to attainment of revenue by the company. However, the silver lining was the extra and immediate incentive plans rolled out for the performers.

Thus, we not only are aiming at the targets and projections, instead are trying to make good use of the situation. This may be the golden era of online education since schools are struggling to cope up with online methods of teaching.

Chapter 16

Conclusion

The instructive innovation segment, which is the main segment where an Indian firm is an innovator in secretly held instructive segment organizations on the planet , the market in India will undoubtedly blast in the coming days. The continuous COVID circumstance has built up the area as a race horse, which is unquestionably digging in for the long haul. To summarize it, the significant looks about the business are as per the following:

Market size features: The current USD 247 million Indian online training market will undoubtedly develop at a CAGR of 52% to develop into a USD 1.96 billion market by 2021. Essential and auxiliary training classification, at present at USD 73 million, is probably going to grow up to USD 773 million by 2021. Essential and auxiliary instruction class, having the biggest addressable crowd, would have an understudy base of around 260 million when contrasted with different classifications of edtech.

Utilization conduct features: The inborn qualities of a web based medium have been the key inspirational drivers for understudies to adjust to and receive online instruction stages over all classifications. Understudies do vouch for the accommodation and the simplicity of gathering at home, decreased travel time, and accessibility of standard substance independent of land imperatives as their prime explanations behind seeking after online educational programs. Workstations have been the favored gadget to get to the online substance, which is presently being overwhelmed by cell phones lately attributable to incredible arrangement of web infiltration. Be that as it may, content evaluating, accessibility of employable chances and web network issues because of specialized or geological areas have been the key difficulties looked by understudies.

The most grounded influencers of any online brand for any youngster must be his friends,

trailed by computerized nearness of TV and web. Brand choice is for the most part reliant on the nature of substance and promoting done by the association. Accessibility of an assortment of substance and class positions at entirely reasonable costs alongside the adaptability of start/end time and installment techniques additionally impact the membership choices.

Future standpoint for online instruction players: High customization and personalisation in content conveyance, evaluations and result examinations have been instrumental in driving serious separation among the significant players. Accessibility of thorough substance at considerably progressively moderate costs to understudies will be essential in expanding appropriation of these stages among the general masses of India. Drawing in client experience through broad utilization of gamification will be quickened to take advantage of expanded client maintenance. The arrangement of significant worth included administrations like vocation directing and scholastic direction as far as coherent capacity and other rivalry related aptitudes, and other delicate abilities improvement would be of prime significance while separating the brands and adding an incentive to its item. A multi-gadget stage with most extreme communication among educator and understudy with added UI components to create key reasoning and arranging so as to create children of tomorrow would be the foundation of tomorrow.

Consequently, edtech is the eventual fate of training. With the overall conditions, it is difficult to try and envision the circumstance that the world could be confronting if there were no edtech helps or web to the administration of humanity. Innovation when put to best utilize, could be the best saviour of people in the pandemic hit world. Kids could be furnished with normalized world class content according to their advantage effectively at the comfort of their homes. The circumstance calls for more mindfulness about online instruction among guardians that calls for considerably more collaboration from the instructors and educators. Standing tall together is the main arrangement.

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